August, 1922

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Electrical Merchandising

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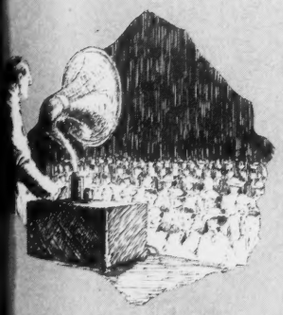

Broadcasting the "Home Electric" Message by Radio!

The latest extension of the Society for Electrical Development's educational work in teaching the public to "Do It Electrically."

And—in this issue—a ready-made talk on "Home Electrical Conveniences," which You can broadcast from Your own nearest radio station.

The stuff of which memories are made
WHEN THE LAST PILLOW IS THROWN, and the last laugh only an echo, they settle down at Her knee—
Through their half-closed eyelids they catch the play of light across Her face, its caress as it touches Her hair—and the picture is etched on their memories forever.
sensitive films, those childish memories. The pictures they register cannot be changed.
It will pay you to remember that, in the lighting of your children's rooms. Let sunshine flood them by day, and the light of Edison Mazda Lamps by night. For the light that shines in children's rooms is magic stuff—the stuff of which memories are made.
EDISON
MAZDA LAMPS
EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY
THE SATURDAY EVENING POST
Which light is out
—or is it a motorcycle?
EDISON
MAZDA LAMPS
The outstanding advertisement in the August Ladies' Home Journal is of Edison MAZDA Lamps
AND in mid-August, when the roads are most crowded with automobilists and the difference between safety and accident is dependable lamps, The Saturday Evening Post for August 19 will carry the fourth full page advertisement of Edison MAZDA Auto Lamps and the handy kit.
THE AUGUST ISSUE of the Ladies' Home Journal is now on the newsstands and in nearly two million homes. The back cover bears a four-color advertisement of Edison MAZDA Lamps, illustrated by Norman Rockwell, as shown above.
With the help of this advertisement, pull up the slack of August sales by pushing Edison MAZDA Lamps in your neighborhood. Then you will have a running start on your competitors for the keener competition in the fall.
EDISON
MAZDA LAMPS
EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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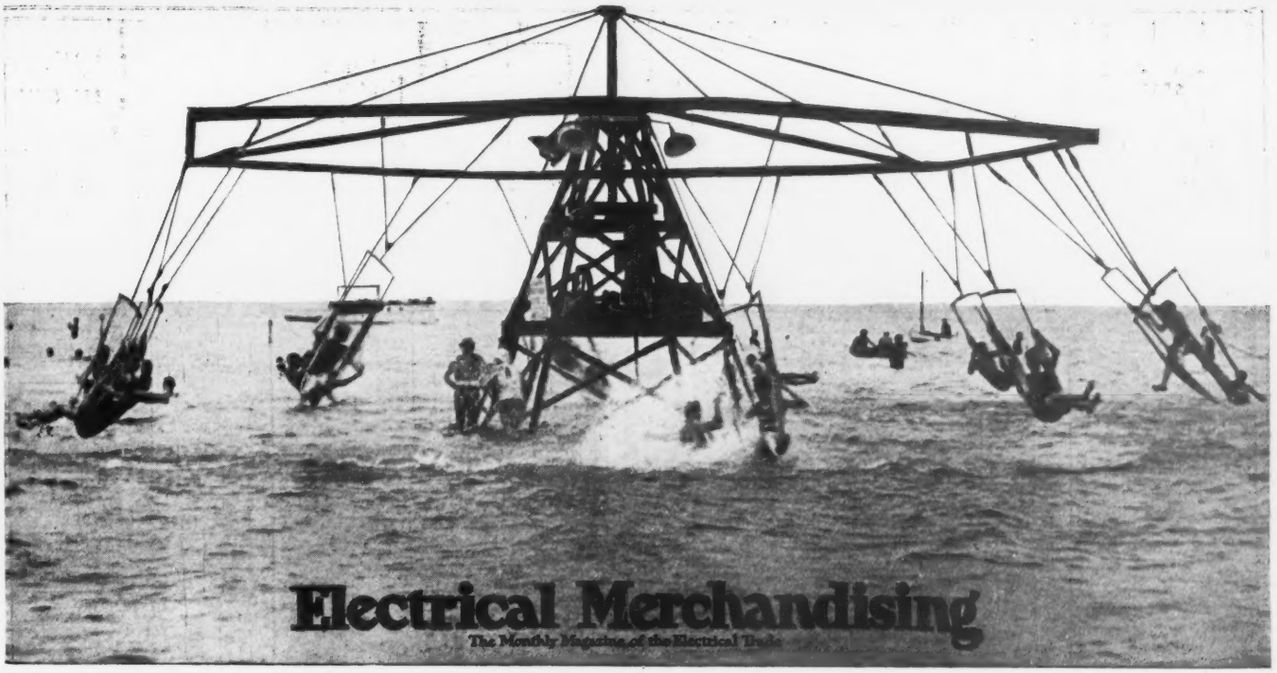

An Electric Marine Merry-go-round! Harken to the call of the wave and climb aboard the "aqua carousel," recently installed at Wilson Beach, Chicago. It is of all-steel construction and is set just off the beach in water about waist deep. The movable section has a diameter of about 50 feet. To it are attached a dozen swings hung on slim steel cables topped with springs. Each swing has a webbed body-harness to which the bather attaches himself as he wills.

The contrivance is driven by a 20-hp. motor set on a platform on the sub-structure. Power is run from the locker room on the beach to the motor over a submarine cable buried in the floor of the lake. The cable can be seen running up from the water in the picture. At night the outfit is lighted by five 500-watt nitrogen lamps.

A charge of ten cents per person is made for each ride of about three minutes. A high rate of speed is obtained at the peak of the trip, the bather just skimming the top of the water.

Here's the full thrill of aqua planing—without too much aqua!

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ELECTRICAL MERCHANDISING

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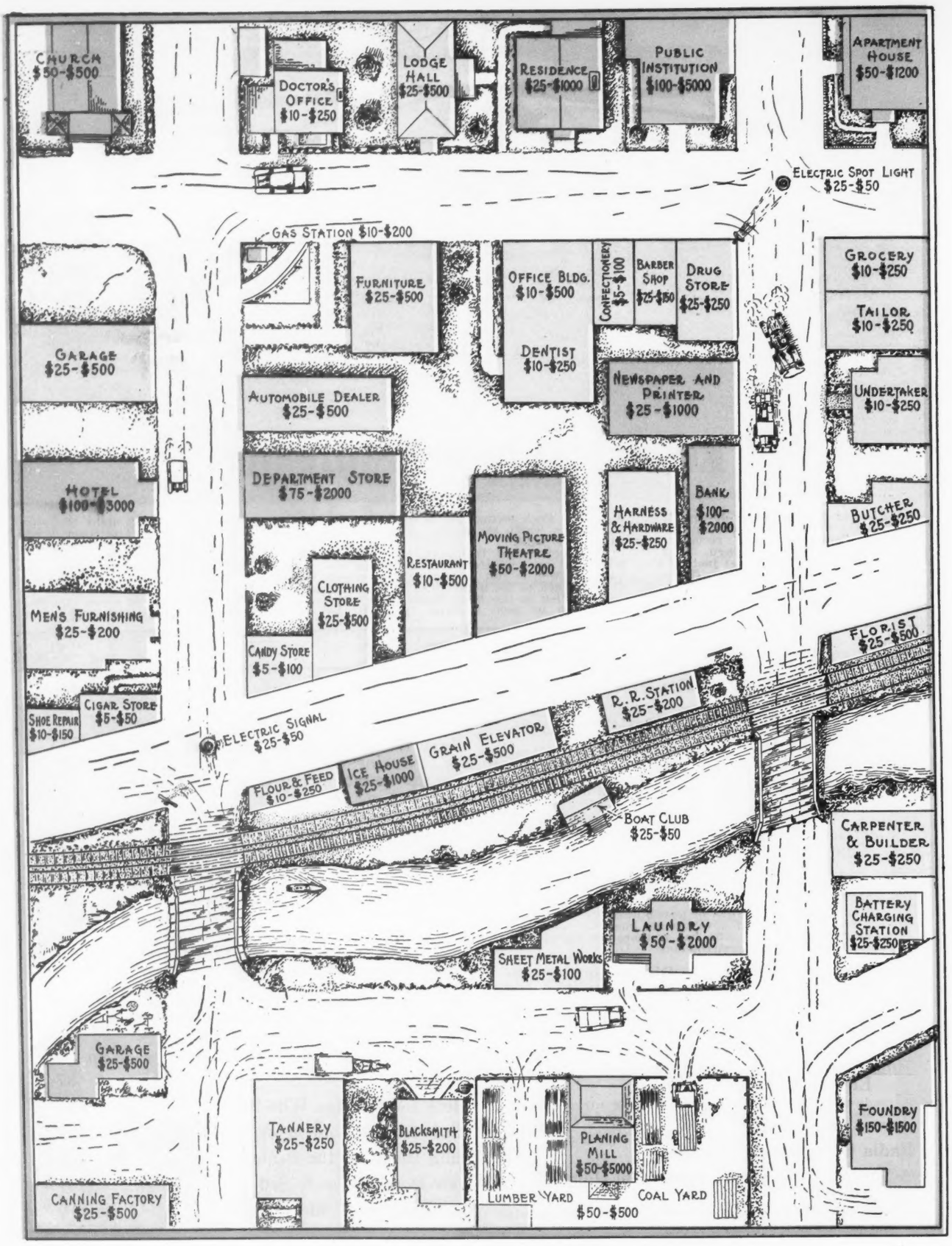


Here's a Map of *Your* Town!

For It Shows Your Business Neighbors and the Amount of Electrical Business Each Has Waiting for You

HAVE you ever stopped to study the electrical selling opportunities that are waiting for you within a few blocks of your own store or office, Mr. Electrical Man? Have you ever analyzed the electrical wiring and appliances and motor drive that the business firms of your home town need, right this minute, and are waiting for you to sell them?

Are You Going After These Home-town Prospects This Summer?

Electrical Merchandising
The Monthly Magazine of the Electrical Trade
With which is incorporated ELECTRICAL MERCHANDISE
Volume 28 August, 1922 Number 2

The Results of Competition in Ham and Eggs

TOURISTS who motor into the little town of Chittenango, New York, are amazed at the number of signboards along the roadside which are devoted to the exploitation of ham and eggs. One sign announces that the hotel makes ham and eggs a specialty; another tells us that one of the restaurants is the best place to get ham and eggs; while a third sign in huge type and shrieking colors declares a certain roadside pavilion to be the original ham-and-eggery.

The motorist reads the first sign without enthusiasm or interest. When he reads the second sign a reminiscence comes to him of the fine, well-smoked ham and the fresh, still-warm eggs that he used to get down on grandfather's farm. When he reads the third sign, his foot instinctively lifts from the accelerator and connects with the brake. He is sold. As the result of those three signs, we suppose, more fried eggs are sold in that one small community than are sold in all the hundred towns along the Mohawk Trail.

Which indicates the value of competition.

We in the electrical business are sometimes inclined to throttle competition. We try by various devices to put the other fellow out of business. It can't be done. What we need in this industry is not fewer dealers and contractors to divide the business, but more dealers, more contractors, and more salesmen clamoring for more business.

It's the clamoring that counts — the solicitation and publicity. Clamorous advertising will sell anything that's salable. It sells ham and eggs in Chittenango. It will sell electrical merchandise in your town.

Everybody Red Hot for the

Speed-up Selling Starts the Celebrated Summer Slump Sliding Down the Skids, Shattering the Old-Time Slow-up Superstition

JULIUS CAESAR would never recognize his calendar if he could stroll around and take a look at the electrical industry right now. He did a good job of calendaring and we still use his little invention. For Julius, you see, arranged the summer hot, so everybody could slow up and business could be rotten. But *Electrical Merchandising's* prize offer has busted the plan all up and the slogan of all red-blooded electrical he-salesmen and she-saleswomen this year is this—NO SLUMP THIS SUMMER!

In the June issue, the editors of *Electrical Merchandising* sprang this bright idea. They said that *selling is selling* and that cash profits and cash bonuses are just as sweet in August as in January. So they proposed that we all declare a moratorium on all this "can't-sell-in-hot-weather" talk and keep on keepin' on and sell all summer long, without noticing the weather at all, a-tall.

And just to put some flavor in it they offered Five Hundred Dollars in cash prizes for the stories of the best electrical selling campaigns that can be put across during July and August. Here's the way the money's divided—$250 for the first prize, $100 for the second prize, a third prize of $50 and four $25 prizes for the best records in summer selling. Literary style not to count—or size of city—or number of sales—but only The Idea.

THE industry has taken to it like the little ducklings waddling to the water—

The Westinghouse Electric and Manufacturing Company at once announced that it would double our prize to any dealer, contractor or central station merchandising man who does it with Westinghouse appliances.

H. L. Doherty & Company, operating light and power companies all over the country, wrote all their sales crews that they would double the money if a Doherty company won the pot.

Hodempyl-Hardy & Company, another big operating company, called on all the salesmen of their utility properties to jump into the game and said they too would double the money if one of their gangs won.

The General Electric Company is urging all its jobbers, agents and offices to compete for the prizes.

Oliver Hogue, chairman of the N. E. L. A. Commercial section, called us up by telephone to say he was mighty interested. He is rooting for the central station sales departments to win, and wants to know how he can tie in with us in his own big organization in Chicago.

LETTERS have come from individual dealers, contractors, lighting company commercial men and jobbers all over the country saying—"Count us in—We are going to be the champeens right here in this town—Wrap up those bank notes and put our name on 'em." And, if the winner should happen to be a Doherty or Hodempyl central station bunch that sells Westinghouse appliances a triple prize would fall into somebody's lap.

Oh Boy! What a grand and G—lorious Feeling!

And why not? A pish and a tush and three fudges for hot weather anyway. The whole trick is to make it interesting. And there are lots of ways to do it. For instance—

The Duplexilite people, being sports by instinct and inclination, are having a series of Dog Fights—regular pull-down and drag-out fights with nobody to pour water on 'em or pull their tails. Guy

Big Summer-Contest Prizes

Manufacturers and Central Stations Double "Electrical Merchandising's" Cash Offer for the Best Campaign Put Over During the Dog Days

Norton is kennel-master, and each district manager is a Dog. In June the Great Dane fought the Irish Terrier, the St. Bernard fought the Bloodhound, the Boston Bull fought the Mastiff. In July the winning Dogs fought the other winners, and the licked Dogs fought the other licked Dogs for second place. In August they will have another mill and every month some dog gets a Big Bone. Every district Dog has his Pups (salesmen) lined up behind him, and they are getting the business.

The S. S. Bigsby Company of Boston, which operates a chain of electrical appliance stores in seven New England cities, is pulling off a Summer Sales Baseball Series. Each store is a team. Each sale scores—a vacuum cleaner one run, a dishwasher two runs, a clothes washer three runs and so on. Every day they issue the baseball dope in fan-talk that would bowl you off the bleachers. And they are developing some Babe Ruths in the "Bigsby League" that make the real Babe look like a bush clouter.

The Hoover Suction Sweeper Company are doing it too, a slam-the-slump campaign among Hoover dealers and central stations, and are turning the summer season into a hummer season. They have worked it all out so that dealers are making a real game of it with prizes 'n' everything, and they are cleaning up—that is, they are beating as they sweep, you know.

The P. A. Geier Company, who make the Royal cleaner, are putting up a $1,000 cash prize in a mid-summer sales contest, and at the rate their dealers are going it now, the winner will not only be rich, but the Lord Duke of all the retail cleaner salesmen of the world. Thirty cash prizes are up, ranging from $1000 to $25. Yum-yum!

The Iron City Electric Company, Pittsburgh jobbers, have got their dealers all keyed up over it too and are actively co-operating with ideas and hard personal work to help them win the honor and the coin.

Even down in the tropics, the sales department of the Porto Rico Railway, Light and Power Company is giving it a whirl—and their summer makes ours look like icicles. They are pulling off a hippodrome contest. One salesman is a cam-u-el and another is a gi-raffe and the best performer gets the peanuts and the pink lemonade.

BUT it is not only in the electrical industry that the salesman can get orders in the summer, if he puts on his spurs and rides 'em down. The Beech-nut Packing Company has put up $500 in cash prizes for the best hot weather selling record. Their slogan is "Bring Home the Beech-nut," and the money is offered to any salesman of any line in any industry for the best stories of difficult dog-day sales.

AND there you are. There is no use worrying about a summer slump. "They ain't no sech animal." There's nothing to it. Just sell hot weather goods in the hot weather way and you can bring home the—er—bacon, as they say in Canojoharie.

Electrical Merchandising's prize stands open for another month. There's time enough for you to win the first prize right in your own town in these few weeks. Get after it now and you can win maybe $250, maybe $500, maybe $750. Who knows? But it's fine money, and money's fine at this pleasant season of the year. Old Caius Julius fixed it that way for us.

How to Get in on Electrical Merchandising's

$500
Summer Selling Contest

1. Decide now to enter the contest.
2. Pick out some field of electrical selling that you want to develop or some line of goods you want to push.
3. Plan a Summer Sale in that field starting right now.
4. Put the sale on, and carry it through to the best possible finish.
5. Write us a letter about it covering these points:
   - *a.* What sales problem you started out to solve.
   - *b.* How you planned the sale.
   - *c.* How sale was actually carried on.
   - *d.* What the results were and how they checked up with your objective.
   - *e.* What you learned from the campaign that is of real use in your business.
6. Mail this letter so it will get into our hands by September Tenth.
7. Watch the October issue of *Electrical Merchandising* for announcement of winners and for publication of winning letters.

The Future of the Jobber

Electrical Wholesaler Must Conduct His Business on Sound Scientific Principles, with Knowledge of Up-To-Date Methods of Merchandising. Should Be Able to Justify Handling of Lines on Economic Basis

By FRANK S. PRICE

President, Pettingell Andrews Company, Boston, Massachusetts

IN ORDER to treat intelligently the subject of the Future of the Jobber, let us touch for a moment on the history of the jobber of the past, who we must admit, has been successful and has performed a real function of distribution for the electrical industry,—one which could not have been accomplished without his existence in a manner which would have been anything like as efficient, effective and economical.

The electrical jobber established himself as soon as the opportunity presented itself in the electrical field, for the same reasons and in the same manner as wholesalers and jobbers established themselves many years ago in other lines of rade.

The electrical jobber came into existence about thirty-five years ago. His function was conceived by individuals who began to anticipate demand and were willing to order in large lots from the manufacturer and render real service to the trade.

The jobber has continued to conduct a successful business up to the present time. The last few years, however, have brought about many changes, such as the increase in the number of electrical manufacturers, as well as manufacturers of other lines going into the production of electrical material. The jobbers have also increased in number proportionately. The rapid growth, constant change, and the various factors in the electrical industry have made it difficult for any branch to establish definite policies or policies which could remain permanent for any length of time.

The jobber has naturally, and of necessity, been very aggressive in endeavoring to take advantage of every opportunity to increase his business and profits. The manufacturers, owing largely to the lack of well-established and proven trade policies, have recognized local dealers as jobbers. Many of these so-called jobbers, having little or no capital are unable to carry adequate stocks, but they solicit orders on a price basis to be shipped direct from factory,—thus obviously not functioning as a jobber. This practice has been particularly noticeable among the more recent manufacturers to enter the electrical field, some of whom, on staple lines are offering what is in trade language termed "plunder merchandise." In fact, both jobbers and manufacturers have found it necessary to ignore certain ethics which are respected in other trades.

Competition is, therefore, very keen, and probably will be for some time to come, and the future success of the electrical supply jobber will depend more and more on his ability to conduct his business on strictly economic lines.

"The jobber should be paid for handling the entire distributing function on all regular goods," declares Mr. Price, "and therefore, should make all shipments from his warehouse except in such wholesale quantities as can be more economically handled by shipping direct from the factory. We should not attempt to handle merchandise where it is proved that the manufacturer can distribute more economically direct, or through other channels."

Some jobbers who are conducting their business along the lines of the opportunist, and depend largely upon speculative opportunities which offer only an immediate profit or advantage, will find it difficult to show a proper return on their investment.

We must expect to always have with us a type of jobber in some form of a "plunder" or "pirate merchandiser."

Now we come to the question of the future of the jobber.

The future of the electrical jobber holds the greatest of possibilities, but such possibilities only for that jobber who conducts his business upon sound, scientific principles, and develops his business by a thorough knowledge of up-to-date methods of merchandising and with a broad vision of its future.

The most important of these fundamental, or what have been termed scientific principles, may be included under five headings as follows:

First: Permanent Relations with Manufacturers—

I mean by this that if the jobber can perform the service of distributing at a cost lower than can the manufacturer, the manufacturer must of necessity recognize this fact and shape his policies so that the jobber receives ample and sufficient recognition. It is with such manufacturers that the jobber should establish permanent relations.

Second: Territory—

The territory that a jobber should cover is that territory contiguous to his place of business which he can economically serve on a sound basis, the factors of economy for comparison being—

(a) Transportation rates from warehouse to customer, and the time element.

(b) Proximity to customer, which would enable the distributor to obtain maximum results from minimum sales expense.

(c) The distributors' possibilities of handling credit and collections to the best advantage and with minimum expense.

In other words it is that territory in which he should not be obliged to adopt practices which are not altogether sound.

Third: Merchandise Stocks—

It is important to have a carefully selected and complete stock of merchandise based on the demands of the territory. The maximum number of turnovers possible should be obtained on a jobber's warehouse stock in order to enable him to function economically. A careful analysis should be made of the number of turnovers of each commodity. We must not overlook the fact that there are times when we must carry slow-moving stocks which may cover new lines on which we are building up a future demand and on which we cannot obtain a fast turnover until the demand is created. There will also be found some articles which a jobber must stock for which there is an infrequent demand, but such articles are a necessity in order that the accommodation of the customer may be taken care of.

When discussing the question of compensation with a manufacturer the number of turnovers on a particular commodity should be taken into consideration.

Fourth: Accounting and Cost System—

The Electrical Supply Jobbers' Association devised and adopted a uniform accounting system in December, 1918, and this system was revised in September, 1919, and is fully covered by Information Bulletin No. 303.

Fifth: Administrative Features in Shaping of Sales—

This is the fifth and last heading selected, but it is perhaps the most important, and surely holds forth the greatest possibilities for successful endeavor. This is particularly true as sound thinking leads us to believe that we are now at the beginning of an era of progressive expansion of electric service for the home, office and factory.

A careful and scientific analysis should be made of the demand for electrical merchandise in the territory which the jobber operates; an analysis should be made showing the demand of each class of buyers such as dealer, contractor, industrial plants, etc.; also an analysis showing the demand for each commodity. In the case of a new device an analysis of the territory based on the demand of prospective customers may be made, and we should assist the manufacturer of such devices to create a demand.

The opportunities for sales exploitation of household conveniences, standard illuminating units, etc., offer one of the greatest fields of endeavor for the jobber.

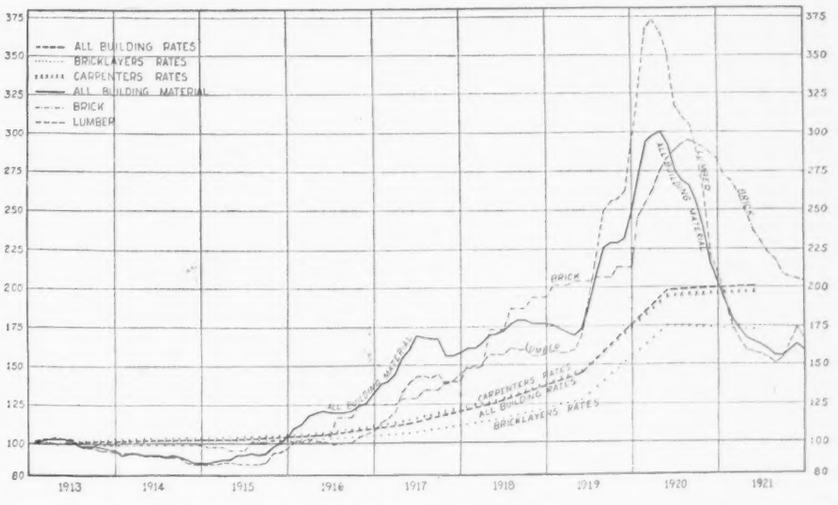
We must bear in mind, however, that with the introduction of a new device there is a sales exploitation expense that is not required on staple lines. The compensation allowed by the manufacturer as a rule does not include this expense, but somebody must pay for it, and it should be definitely settled before engaging in such a practice that it must be paid either directly by the manufacturer or indirectly by the manufacturer through the jobber. If the manufacturer will consider that the creating of such a new demand is his problem, let him do the work. If the manufacturer expects the jobber to create the demand, then the jobber should receive a further compensation commensurate with the sales effort.

The jobber should be paid for handling the entire distributing function on all regular goods, and therefore, should make all shipments from his warehouse except in such wholesale quantities as can be more economically handled by shipping direct from the factory. We should not attempt to handle merchandise where it is proved that the manufacturer can distribute more economically direct, or through other channels.

We should give each line careful consideration and without prejudice endeavor to prove the most economical method of distribution on lines which we are handling today that may be questionable.

Trend of Prices of Building Material and Wage Rates

That the years during and since the World War have witnessed radical changes in the wage rates of the building trades, and not only radical but spectacular changes in the prices of building material, is forcefully brought out in an article in the *Monthly Labor Review*, published by the U. S. Department of Labor through the Bureau of Labor Statistics. To show relatively the changes that have taken place since 1913, the accompanying chart of index numbers is reproduced.



In this chart the curve shows the change in building-material prices from 1913 to 1921 as a collective group and another shows the change in building-wage rates as a whole. Other curves relate to two of the principal materials used in home building and two of the principal building trades.

The Electrical Industry Is Discovering That

Motors Can Be Merchandised

Thousands of the Smaller Units Now Being Sold Over Dealers' Counters Like Any Other Appliance. Window Displays and Aggressive Advertising Produce Sales to Many Different Types of Local Prospects

By JOHN A. CLARK

Manager, Motor Merchandising Section Westinghouse Electric & Mfg. Company

AN ELECTRIC motor is the one thing that saves human effort wherever used. It does the work which has been—or is being—done by human hands. Therefore, the motor's uses cover every branch of human activity where work is to be done. To get a more comprehensive idea of the broad market for small motors, consider the following fields that still await development:

[1] *Large Industrial Plants*

In the large industrial plants. Here small motors should be used—

(a) As a necessary part of the manufacturing processes. Large motors are now being used, in general, on large machinery, but smaller machines in many cases are still driven by foot-pedals, or by hand-cranks. And in many instances one large motor is driving machinery which could be operated more economically by several small motors.

(b) In the small work shops, chore rooms, repair shops; etc., of large industrial plants where greater efficiency could be introduced into maintenance work of all kinds.

[2] *Small Plants and Factories*

The small industrial plants and factories, where small motors should be used as explained above. There are also a number of small plants in every town which operate locally, doing woodworking, metal working, etc., or rendering special services, such as laundries, cleaning and dyeing works, bottling works, etc. These small plants, in many towns, employ old-time methods which should be supplanted by electric motors and modern ways of doing things.

[3] *Mechanics' Private Workshops*

The private workshops of mechanics, such as carpenters, tinsmiths, plumbers, etc., who could use small motors in their daily work to drive lathes, buffing and grinding wheels, drill presses, saws, etc.

[4] *Householder's Workshop*

The householder's workshop, where the average man does his own repairs and makes useful things for the home, auto, garden, etc. Under this classification of motor prospects would come all men who love to tinker.

[5] *The Home*

The home. In addition to the man "who loves to tinker," as outlined in paragraph 4, there are the countless homes where a small motor could well be kept, say in the kitchen cupboard and used—

(a) By the housewife to polish silver and glassware, to clean bottles and other things, to scour pots and pans, etc., and (with simple attachments) to whip cream, beat eggs, etc.

(b) By the householder to sharpen tools, do repairs, and make many things for the home and garden.

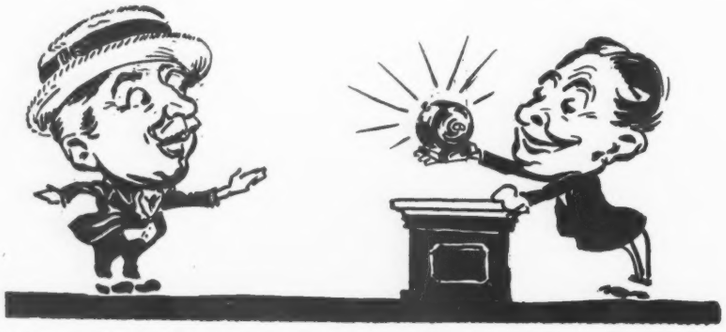
[6] *Boy Mechanic's Workshop*

The boy mechanic's workshop. Boys now-a-days are taught manual training in the schools. They are used to motor-drive saws, drills, lathes, etc., in the class shop. They have been "modernized" in the use of motor-driven machinery for making wood and metal articles. It would be an easy matter to interest even a boy to arrange a motor driven workshop of his own. Moreover, the boy's parents could find many uses for the same motor as explained in Paragraph 5.

[7] *Miscellaneous Uses*

Countless miscellaneous uses in shops, schools, theaters, office buildings, stores, etc.

The dealers' show windows bring small motors to the attention of the public in a way which could not be done so economically by other means. Although all seven classes aforementioned cannot be covered completely by merely making a few window displays, still it has been surprising how far-reaching the result of the dealer's windows have been in some places in touching all phases of the local small-motor market. The dealer's windows, are, therefore, strongly recommended as the place to start, in working out the big problem of reaching the broad market for small motors.



The dealer should also build up a mailing list of motor prospects for future sales.

On a counter or table at the rear of the store, let him arrange a number of motor application folders, a blank book and pencil, and a sign reading, "Add your name to our mailing list for other booklets. Sign here." When people enter the store for the folders they are invited to go to the rear to get one.

As the prospect returns with the booklet, a clerk stops him under the pretext of explaining its contents. This detains the prospect long enough to enable the clerk to engage him in conversation. The clerk inquiries about the prospect's motor problems, offers instructive advice, and paves the way for a motor sale.

This plan will build up a valuable mailing list—possibly 1,000 live prospects in less than two weeks' time. The list itself should then be circularized several week later with a motor sales letter. This follow-up work is important.

How a Jobber Promoted Small-Motor Sales

An example is seen in the work done by the Varney Electrical Supply Company, of Indianapolis, Ind. This jobber selected 40 dealers in the local territory and induced each dealer to buy six or more motors. It sold 270 small motors during the first week. The repeat orders for the following month amounted to 116 motors, making a total of 386 sold within the first five weeks, and orders have continued to arrive almost daily, ever since.

The Varney salesmen go to the

dealers with a very definite proposal. They first point out to the dealer his market; show him how easy it is to reach it; and explain the whole campaign in a way that makes the dealer want it. Then they tell him that he must buy two one-eighth-horsepower and four one-quarter-horsepower motors at standard prices and discounts. With this lot of motors the Varney Company allows the sum of $33 for advertising purposes and furnishes a definite amount of window-display material.

To further insure that its motor-merchandising campaign would be successful, the Varney company has done the following things:

(a) Carried in stock small speed-changing pulleys and devices for window trims.

(b) Circularized local shops in the dealer's town with advertising booklets.

(c) Assisted the dealer in trimming his windows.

(d) Wrote to school principals in the dealer's town enclosing copy of "Popular Motor Mechanics," telling of the dealer's name and place of business, and inviting the school principal to have his students call upon the dealer to get copies.

(e) Helped the dealer to close sales with local shops wherever necessary.

(f) Followed up the dealers to see that they carry out the plan as arranged.

The Dealer's Sales People Must Know How to Sell Small Motors

A good motor window display will draw 100 to 200 people daily into the dealer's store. These people are "live" prospects for motors, but the success of turning them into immediate buyers, or, at least, into potential customers, depends largely upon the efficiency of the dealer and his sales clerks in putting forth the proper sales effort.

The plan of appropriating the difference between standard and special motor prices for advertising purposes is a good one. Even those dealers who have recently reduced their newspaper advertising, will respond to the small-motor idea upon seeing attractive ads with strong drawing power.

But the window trim is the big pulling feature to interest the public. It was the motor windows which sold motors in Boston, Chicago and Los Angeles (see accompanying letters).

Motion in the display window adds to the window's effectiveness, first, by attracting more people to the window, and secondly, by holding them there long enough to make a lasting impression, or to get them into the dealer's store.

Motor Sales Need Not Involve Technicalities

Some dealers think of motors in terms of engineering and construction work. This misunderstanding must be corrected. The small-motor campaign is a merchandising plan.

It has been found best to sell one size motor, or two at the most. The ¼ hp., 1,725 r.p.m. motor is the most popular. By selling one size only, the matter of stocks is simplified; sales are made more easily; dealers' clerks push the campaign harder; and the public and dealer's clerks seem to feel more confident of themselves when they can think in terms of a "washing machine" motor only.

Small motors can be carried in stock and sold as shelf material. Little, or no engineering knowledge is required in their sale. To sell small motors is to learn the primer of the motor business. Some jobbers' salesmen and some dealers avoid motor sales in general because they do not understand the motor business. It is, therefore, recommended that the dealer push his motor merchandising campaign vigorously in the interest of building for bigger things in his motor business all along the line.

The motor field affords a large and profitable business. Large discounts are allowed on small motors. The sales expense in selling small motors is less than that involved in promoting other appliances. And the dollar value of a motor sale is larger than that of most other devices and accessories. For, motors run into money fast.

The sale of motors is not affected by the seasons—there is a steady flow of business the whole year round. Sales are made at standard prices and discounts.

Sale of Small Motor Draws More Business

Every motor sale means the sale of other accessories. Wire, sockets, switches, wiring devices, pulleys, belts and other things are usually required with each motor. Also, people who tinker with small motors will think of many other electrical devices which they could use to advantage. In other words, in making the sale of a small motor the dealer is planting the seed which will develop into a profitable account for many other things.

The merchandising of small motors at a merchandising profit will in many cases teach the dealer to appreciate the importance of the motor business. Many contractor dealers who now handle motors, sell them at cost, depending upon wiring and construction work to pay the profit. For this reason, contractor-dealers have looked upon selling motors as unprofitable, and they have never pushed the motor business. However, if these same contratcor-dealers built up a fair counter business on small motors, it would not be long until they would be laying plans to go after the local motor business on a profit-earning basis in a big way.

What Dealers Say About Merchandising Small Motors

Pioneer Electric Co., 137 East 5th Street, St. Paul, Minn.

"As an example of the success of the new plan for merchandising small motors, you may be interested to learn that we recently sold *thirty-two Westinghouse small motors in seven days.*

"The plan as outlined together with an attractive window display, was exceedingly effective in drawing the people into the store."

Southern California Electric Co., 625 South Main Street, Los Angeles, Cal.

"We put in an attractive small-motor window and began to sell these motors over the counter, the same as we had been selling lamps, heating appliances, etc.

"Our window attracted many men into the store and out of a possible 200 inquiries as to what the motors could be used for, we sold a total of 50 motors during the 30-day campaign, which far exceeded our expectations.

"We have been convinced that small motors can be sold over the counter as merchandise."

Lewis Electrical Supply Co., Federal Street, Boston, Mass.

"It is no exaggeration to say that the motor merchandising plan has dug the fractional horsepower motor out of the hazy recesses of the contractor's back cellar, dusted off the uncertainty as to utility and price, and placed it in the sunlight in the window of good retail stores, available to the needs of every man, woman and child whose imagination may conceive a wish for a motor.

"According to our records we have sold in a few weeks 116 motors, which—though not very many—is more than we would ordinarily sell in as many years!"

Household Electrical Appliances and

"Electricity in the Home"

A Ready-Made Speech Which You Can Take to Your Nearest Radio Station and Broadcast for the Benefit and Electrical Education of Your Community. See Page 70 for List of Local Broadcasting Stations.

This radio-broadcasting address is one of a series prepared by The Society for Electrical Development, 522 Fifth Avenue, New York City

IT GIVES me great pleasure to have the opportunity of greeting my invisible audience tonight by means of the radiophone. The development of wireless transmission of information bids fair to be one of the most useful agencies of modern life. It would seem safe to predict that the day may soon come when every home will be equipped to receive radio messages and entertainment, just as electricity generated in a distant power house is now transmitted to your homes. Therefore I have selected as my subject to-night, "Electricity in the Home."

Some scientist at the Smithsonian Institute recently figured that through our electrical inventions science has now given to every man, woman and child in this nation, the equivalent of *thirty slaves*. And these thirty willing slaves are responsive not only to actual needs for time saving, but for giving you or me relief from hard, laborious work as well as adding to individual comforts, convenience and amusements. Electricity assumes without question the heaviest labors and it performs without protest the most distasteful of our tasks. Electricity has now become one of the greatest economic factors in our home life—as it has been in the business and industrial world.

When the hero in a certain recent popular play found that his cook was really charming and that he had fallen in love with her, he cried to her, "Come out of the kitchen!" And so she became his bride, and presumably scorned kitchens ever after. But in real life, love usually doesn't work that way. Instead it is leading far more women *into* kitchens than out of them. Therefore, every woman should know that kitchen work can be robbed of all its sordid and disagreeable phases, if she will only summon her logical helpers—her share of her retinue of thirty slaves.

Even a limited use of electric service and appliances has impressed the woman in the home with the knowledge that electricity lightens her labors and is capable of supplanting much personal effort in many of the daily household tasks.

Let us for a moment deal with the question of time saving, apart from the additional saving of physical effort which can be accomplished through the use of electric service in the home.

Based on a working day of eight hours it is conservatively estimated that in a household equipped with the following appliances the user is enabled to save in the course of one year eighty-five working days. The items are:

Electric clothes washing machine saves	20 days
Electric vacuum cleaner saves	20 days
Electric dishwashing machine saves	13 days
Electric ironing machine saves	13 days
Electric iron saves	7 days
Electric sewing machine saves	3 days
Electric toaster saves	3 days
Electric percolator saves	3 days
Electric fan saves	3 days
Total	85 days

This is equivalent to 12 full weeks of 7 days each. It is more than six times the average summer vacation period of the individual man or woman.

Get your local domestic-science teacher to follow your talk—at the broadcasting station—with a talk on the food values of electrically-cooked dishes. Let her state her experience and knowledge of the labor-saving merits of the electric vacuum cleaner, the clothes washer, the ironer, the ice box, the kitchen unit, and so on. The domestic-science teacher can be a valuable ally in broadcasting your home-electric message.

And next to time saving, think of the reliability and convenience—

Electricity takes no days off—it is a servant that has no "days out."

It cannot be coaxed away to a "better place."

It does not "object to children," company, or laundering

It does not waste, leak, complain, argue, or tire out. And it sleeps only when you so desire.

Electricity is ever responsive to your slightest touch. But when you set it going, it just "plugs along" day or night, or day *and* night, doing all the menial labor drudgery.

Electricity in the home will also serve us in our moments of rest and recreation. It silently vitalizes the piano or the phonograph without effort on our part. It softly illuminates our favorite cozy-corner. Or through the momentum given to a fan it brings the cool pleasant air all through our home on the warmest days of summer. How much this means to the wife and mother, as well as to the growing baby, cannot be measured or reckoned in figures.

It is a fact that today, based on rate of ten cents per kilowatt-hour, one cent's worth of electricity will operate:

A 16 candle-power lamp for five hours.

A 6-pound flatiron for fifteen minutes.

An electric washer (having a capacity of 6 sheets), long enough to wash 12 sheets. (Think of it, for one cent!)

An electric vacuum cleaner long enough to clean 450 sq.ft. of carpet, which is the equivalent of a four-room house.

A radiant toaster long enough to toast ten slices of bread.

A sewing machine for two hours.

A fan, 12 in. in diameter, for two hours.

A chafing dish for 12 minutes.

An electric curling iron once a day for two weeks.

Electricity in the home, therefore, is within the easy reach of every man and woman. And the "service," comfort and convenience that it offers is the *right* of every modern woman who is faced with the problem of saving

and carrying on a home. No one today is willing to be without electric light in the home, office, factory or even city street. The electrified home is a marvel of convenience, comfort and simplicity. Rugs and floors, walls and ceiling can be and are cleaned without raising a bit of dust.

In summer the air is cooled and circulated by fans. And the smoke and odors of cooking, the year-round, may be carried outdoors through electric ventilators high in kitchen walls.

Food is cooked electrically, in a cool kitchen, in a way that preserves the most nutritious elements. And it is cooked without fumes, or without any smoke or soot, to soil bright pots and pans or bright dispositions!

Dishwashing, like the poor, is "always with us." Always—and, some housekeepers would like to add, with gentle ladylike curses, *eternally!* While the cooking and serving of food is becoming every day more of an art, with concessions to beauty and to the exquisite daintiness requisite to pleasing modern fastidious tastes, yet dishwashing has remained the same *sodden* occupation from generation to generation. But electric dishwashers can now be had which will handle the most delicate china or glass—and which take away the drab tint from this weary job.

The *laundry* equipped with an electric washing machine and ironer is always ready on time to handle "the wash" and will deliver the clean clothes as and when required, without fuss or protest as to quantity or time requirements.

The day can be 24 hours long so far as electric light is concerned, and the lighting effects can be so regulated in any room of the house as to comply with the needs or whims of the most exacting or fastidious personality.

The bedrooms of the electrical home are so equipped that with little personal effort the woman of the house can have every convenience for comfort and adornment under easy control—hair dryer, curling iron, boudoir iron, perfume diffuser, and even the sewing machine electrically operated and musical instruments electrically controlled provide for moments of rest and recreation.

In short, Electricity in the properly wired home of today is doing much to make life well worth-while and giving both men and women time and opportunity to improve themselves mentally and physically, and also enjoy and get more out of life because they can put more into it in a real and effective personal service.

To you men in this audience I would say a word on this matter of the Home —*Your Home*. In your business you seek to have,—*and demand*—prompt and effective service—you believe in labor-saving machines and appliances —the telephone—the typewriter—the adding machine—you require the most modern productive machinery in your factories and shops. You believe in insurance. But have you—are you—applying this same line of thought, and general attitude, to your home?

What have you done or what consideration are you giving to *insuring your wife* against the *drudgery of housework?* Have you considered easing her labor and responsibility and making the servant or servants more efficient by providing even a few of the electrical labor-saving devices which are at your call for this very purpose? Do you know that an electric vacuum cleaner in your home would mean a saving of 150 hours of labor per year and would do a better job than can be done with a broom? Do you know that an electrically driven washing machine will save 150 hours more of labor every year—these two alone mean over an hour per working day saved to the woman in the home, apart from the relief from heavy and laborious and expensive work? Do you know that such simple and convenient appliances as the electric iron, the electric toaster, the electric percolator, the electric-driven sewing-machine, if in your home, mean the saving of a total of sixteen days of 8-hours each, or the equivalent of 130 hours of time during the year? Think it over and ask yourself what you would do, if you had to manage and operate in the home. If you do it in your business, why not in that one place that means most in life to you? In this connection I would suggest to the ladies that since Man budgets the home expenditures, we elect *him* to the high office of "actual housekeeper" for a period of 30 days. If we do this, I am convinced that the homes of America would all be completely electrified 60 days thereafter; in fact, I believe that a period of one week would be long enough for Mister Man on the housekeeping job, to make him realize that electric service is today a household necessity.

Electric service makes life worth living everywhere—for everybody. Its possibilities are boundless. Its value is limited only by the degree to which it is made the servant of mankind.

Electric service affords the greatest possible opportunity for saving fuel, food, time, labor and money in the home.

To the assembled audience and to the invisible hearers of this message

"The Society" and Radio Broadcasting

THE function and "job" of the Society for Electrical Development, as our readers know, is to educate the public to "DO IT ELECTRICALLY." This education of the public the Society has been persistently carrying on, for years past, through articles in the daily newspapers, the magazines, and the technical press; through special moving-picture films; and through lectures and addresses to lay audiences,—thus employing all available mediums for its message.

With the coming of radio as a wonderful new agency for carrying a message to the public, the staff of the Society was quick to grasp the opportunity and has already arranged a number of

broadcasted talks on electrical subjects by speakers representing the Society.

Moreover plans are now being laid to arrange, this fall, for at least two electrical talks or features each week, on the programs of each of the principal big broadcasting stations. To carry out this broad plan, the Society proposes to act as a clearing house for scheduling and arranging these various electrical addresses.

The foregoing activities are, of course, all in addition to the Society's preparation of "ready-made" broadcasting addresses on electrical topics (like that on these pages) which any interested electrical man can take to his nearest radiophone station and arrange to have broadcasted for the benefit of his community. Since there is usually a very close connection between the local broadcasting station and the local electrical industry, advantage should be taken of the local opportunity to broadcast the electrical message and secure valuable publicity for the electrical idea.

may I suggest as a means of making the great servant "electricity" more available to human kind, more of a part in our home life and of the practical conditions in home life, that we especially remember that household duties are usually performed by members of the "fair sex." The man of the house, busy with his daily work, seldom gives thought or consideration to women's hours and to the great saving that can be made in time and money through the use of electrical saving devices in the home. As a means of quickly bringing about a better realization of the possibilities of electrical service in your homes I suggest that right now,—this very evening after I have finished—you carefully examine and thoughtfully plan how *you* can put this willing servant to work in your own home.

See to it that there are immediately put in, if not now installed, a goodly number of convenient outlets or places to tap electricity at suitable points in various rooms of your home, so that the woman of the family can readily attach any one of the many appliances which are easily obtainable and ready for her use to lighten her labors and brighten and make more attractive her home.

A List of Radio Broadcasting Stations—and How to Use It

HERE is a list of radio broadcasting stations licensed by the United States Government. On the preceding page you will find a ready-made speech on "Home Electrical Conveniences" prepared by the Society for Electrical Development especially for broadcasting use. In the list below find the broadcasting station nearest you, arrange with its owner or operator for a time to let you broadcast a 15-minute address, announce the hour, date and subject in the local newspapers, and when the time comes, either read this ready-made address into the radio transmitter, or supplement it with your own remarks. Other addresses for broadcasting will be supplied by the Society.

Use Radio –Broadcast the "Home Electric" Message to Your Local Public

List of stations broadcasting market or weather reports (485 meters) and music concerts, lectures, etc. (360 meters)

Owner of Station	Location of Station	Wave Lengths	Call Signal
Alabama Power Company	Birmingham, Ala.	360	WSY
Allen, Preston D.	Oakland, Cal.	360	KZM
Altadena Radio Laboratory	Altadena, Cal.	360	KGO
Aldrich Marble & Granite Company	Colorado Springs, Colo.	485	KDH
Anthony, Earl C.	Los Angeles, Cal.	360	KFI
American Radio & Research Corporation	Medford Hillside, Mass.	360	WGI
Arrow Radio Laboratories	Anderson, Ind.	360	WMA
Atlantic-Pacific Radio Supplies Company	Oakland, Cal.	360	KZY
Atlanta Journal	Atlanta, Ga.	360, 485	WSB
Atlanta Constitution	Atlanta, Ga.	360, 485	WGM
Auburn Electrical Company	Auburn, Maine	360	WMB
Bamberger & Company, L.	Newark, N. J.	360	WOR
Beacon Light Company	Los Angeles, Cal.	360	KNR
Benwood Company	St. Louis, Mo.	360	WEB
Bible Institute of Los Angeles	Los Angeles, Cal.	360	KJS
Blue Diamond Electric Company	Hood River, Ore.	360	KQP
Braun Corporation	Los Angeles, Cal.	360	KXS
Buckeye Radio Service Company	Akron, Ohio	360	WOE
Bush, James L.	Tuscola, Ill.	360	WDZ
Central Radio Company	Kansas City, Mo.	360	WPE
Chicago, City of	Chicago, Ill.	360	WBU
Church of the Covenant	Washington, D. C.	360	WDM
City Dye Works & Laundry Company	Los Angeles, Cal.	360	KUS
Clark University	Worcester, Mass.	360, 485	WCN
Columbia Radio Company	Youngstown, Ohio	360	WMC
Commonwealth Electric Co.	St. Paul, Minn.	360	WAAH
Continental Electrical Supply Company	Washington, D. C.	360	WIL
Cooper, Irving S.	Los Angeles, Cal.	360	KZI
Cosradio Company	Wichita, Kan.	360, 485	WEY
Crosley Manufacturing Co.	Cincinnati, Ohio	360	WLW
Cox, Warren R.	Cleveland, Ohio	360	WHK
Daily News Printing Company	Canton, Ohio	360	WWB
Dallas, City of	Dallas, Texas	360, 485	WRR
DeForest Radio Telephone & Telegraph Company	New York, N. Y.	360	WJX
Detroit News	Detroit, Mich.	360, 485	WWJ
Detroit Police Department	Detroit, Mich.	360	KOP
Doerr-Mitchell Electrical Co.	Spokane, Wash.	360	KFZ
Doubleday-Hill Electrical Co.	Pittsburgh, Pa.	360	KQV
Doubleday-Hill Electrical Company	Washington, D. C.	360	WMU
Doron Brothers Electrical Company	Hamilton, Ohio	360	WRK
Duck Company, William B.	Toledo, Ohio	360	WHU
Dunn & Company, J. J.	Pasadena, Cal.	360	KLB
Eastern Radio Institute	Boston, Mass	360	WAAJ
Electric Equipment Company	Erie, Pa.	360	WJT
Electric Lighting Supply Company	Hollywood, Cal.	360	KGC
Electric Power & Appliance Company	Yakima, Wash.	360	KQT
Electric Supply Company	Clearfield, Pa.	360	WPI
Elliott Electric Company	Shreveport, La.	360	WAA
Emporium, The	San Francisco, Cal.	360	KSL
Erie Radio Company	Erie, Pa.	360	WSX
Examiner Printing Company	San Francisco, Cal.	360	KUO
Fair, The	Chicago, Ill.	360	WGU
Federal Institute of Radio Telegraphy	Camden, N. J.	360	WRP
Federal Telephone & Telegraph Company	Buffalo, N. Y.	360, 485	WGR
Fergus Electric Company	Zanesville, Ohio	360	WPL
Findley Electric Company	Minneapolis, Minn.	360	WCE
Ford Motor Company	Dearborn, Mich.	360	WWI
Fort Worth Record	Fort Worth, Texas.	360	WPA
Foster-Bradbury Radio Store	Yakima, Wash.	360	KFV
General Electric Company	Schenectady, N. Y.	360	WGY
Gilbert Company, A. C.	New Haven, Conn.	360	WCJ
Gimbel Brothers	Milwaukee, Wis.	360	WAAK
Gimbel Brothers	Philadelphia, Pa.	360	WIP
Gould, C. O.	Stockton, Cal.	360	KJQ
Groves-Thorton Hardware Co.	Huntington, W. Va.	360	WAAR
Hallock & Waton Radio Service	Portland, Ore.	360	KGG
Hamilton Manufacturing Co.	Indianapolis, Ind.	360	WLK
Hatfield Electric Company	Indianapolis, Ind.	360	WOH
Hawley, Willard P., Jr.	Portland, Ore.	360	KYG
Herald Publishing Company	Modesto, Cal.	360	KXD
Herrold, Charles D.	San Jose, Cal.	360	KQW
Hobrecht, J. C.	Sacramento, Cal.	360	KVQ
Hollister-Miller Motor Co.	Emporia, Kan.	360	WAAZ
Holzwasser (Inc.)	San Diego, Cal.	360	KON
Howe, Richard H.	Granville, Ohio	360	WJD
Howlett, Thomas F. J.	Philadelphia, Pa.	360	WGL
Hunter, L. M., and G. L. Carrington	Little Rock, Ark.	360	WSV
Hurlburt-Still Electrical Co.	Houston, Texas	360, 485	WEV
Interstate Electric Company	New Orleans, La.	360	WGV
Iowa Radio Corporation	Des Moines, Iowa.	360	WHX
J. & M. Electric Company	Utica, N. Y.	360	WSL
K. & L. Electric Company	McKeesport, Pa.	360	WIK
Kansas State Agricultural College	Manhattan, Kan.	485	WTG
Karlowa Radio Company	Rock Island, Ill.	360, 485	WOC
Kennedy Company, Colin B.	Los Altos, Cal.	360	KLP
Kierulff & Company, C. R.	Los Angeles, Cal.	360	KHJ
Kluge, Arno A.	Los Angeles, Cal.	360	KQL
Kraft, Vincent I.	Seattle, Wash.	360, 485	KJR
Lindsay-Weatherill & Company	Reedley, Cal.	360	KMC
Los Angeles Examiner	Los Angeles, Cal.	360	KWH
Love Electric Company	Tacoma, Wash.	360	KMO
Loyola University	New Orleans, La.	360	WWL
Maxwell Electric Company	Berkeley, Cal.	360	KRE
May (Inc.) D. W.	Newark, N. J.	360	WBS
McBridge, George M.	Bay City, Mich.	360	WTP
McCarthy Brothers & Ford	Buffalo, N. Y.	360	WWT
Meyberg Company, Leo J.	Los Angeles, Cal.	360, 485	KYJ
Meyberg Company, Leo J.	San Francisco, Cal.	360, 485	KDN
Metropolitan Utilities District	Omaha, Neb.	360, 485	WOU
Midland Refining Company	Tulsa, Okla.	485	WEH
Midland Refining Company	El Dorado, Kan.	485	WAH
Minnesota Tribune Company & Anderson-Beamish Co.	Minneapolis, Minn.	360	WAAL
Missouri State Marketing Bureau	Jefferson City, Mo.	485	WOS
Modesto Evening News	Modesto, Cal.	360	KOQ
Montgomery Light & Power Company	Montgomery, Ala.	360, 485	WGH
Mullins Electric Company	Tacoma, Wash.	360	KGB
Mulrony, Marion A.	Honolulu, Hawaii	360	KGU
Nelson Company, I. R.	Newark, N. J.	360	WAAM
New England Motor Sales Company	Greenwich, Conn.	360	WAAQ
Newspaper Printing Company	Pittsburgh, Pa.	360	WPB
New Mexico College of Agriculture & Mechanical Arts.	State College, N. Mex.	360. 485	KOB
Noggle Electric Works	Monterey, Cal.	360	KLN
Northern Radio & Electric Company	Seattle, Wash.	360	KFC
Northwestern Radio Manufacturing Company	Portland, Ore.	360	KGN
Nushawg Poultry Farm	New Lebanon, Ohio	360	WPG
Oklahoma Radio Shop	Oklahoma City, Okla.	360, 485	WKY
Oregonian Publishing Company	Portland, Ore.	360	KGW
Palladium Printing Company	Richmond, Ind.	360, 485	WOZ
Paris Radio Electric Company	Paris, Texas.	360	WTK
Pine Bluff Company	Pine Bluff, Ark.	360	WOK
Pomona Fixture & Wiring Co.	Pomona, Cal.	360	KGF
Portable Wireless Telephone Company	Stockton, Cal.	360	KWG
Post Dispatch	St. Louis, Mo.	360	KSD

Owner of Station	Location of Station	Wave Lengths	Call Signal
Precision Equipment Company	Cincinnati, Ohio	360, 485	WMH
Precision Shop, The	Gridley, Cal.	360	KFU
Purdue University	West Lafayette, Ind.	360	WBAA
Prest & Dean Radio Research Laboratory	Long Beach, Cal.	360	KSS
Radio Construction & Elec. Co.	Washington, D. C.	360	WDW
Radio Corporation of America	Roselle Park, N. J.	360	WDY
Radio Service Company	Charleston, W. Va.	360	WAAO
Radio Shop, The	Sunnyvale, Cal.	360	KJJ
Radio Supply Company	Los Angeles, Cal.	360	KNV
Radio Telephone Shop, The	San Francisco, Cal.	360	KYY
Register & Tribune, The	Des Moines, Iowa	360	WGF
Reynolds Radio Company	Denver, Colo.	360, 485	KLZ
Ridgewood Times Printing & Publishing Company	Ridgewood, N. J.	360	WHN
Riechman-Crosby Company	Memphis, Tenn.	360, 485	WKN
Rike-Kumler Company	Dayton, Ohio	360, 485	WFO
Rochester Times Union	Rochester, N. Y.	360, 485	WHQ
Roswell Public Utilities Co.	Roswell, N. Mex.	360	KNJ
San Joaquin Light & Power Corporation	Fresno, Cal.	360	KMJ
Seeley, Stuart W	East Lansing, Mich.	485	WHW
Service Radio Equipment Company	Toledo, Ohio	360	WJK
Ship Owners Radio Service	Norfolk, Va.	360	KNJ
Ship Owners Radio Service	New York, N. Y.	360	WDT
Shotton Radio Mfg. Co.	Albany, N. Y.	360	WNJ
Southern Electrical Company	San Diego, Cal.	360	KDPT
Southern Radio Corporation	Charlotte, N. C.	360	WBT
Spokane Chronicle	Spokane, Wash.	360	KOE
Stanard Radio Company	Los Angeles, Cal.	360	KJC
Stix-Baer-Fuller	St. Louis, Mo.	360	WCK
St. Joseph's College	Philadelphia, Pa.	360	WPJ
St. Louis Chamber of Commerce	St. Louis, Mo.	360	WAAE
St. Martin's College (Rev. S. Ruth)	Lacey, Wash.	360	KGY
St. Louis University	St. Louis, Mo.	485	WEW
Stubbs Electric Company	Portland, Ore.	360	KQY
Strawbridge & Clothier	Philadelphia, Pa.	360	WFI
T. & H. Radio Company	Anthony, Kan.	360	WBL
Tarrytown Radio Research Laboratory	Tarrytown, N. Y.	360	WRW
Taylor, Otto W	Wichita, Kan.	360	WAAP
United Equipment Company	Memphis, Tenn.	360	WPO
Union College	Schenectady, N. Y.	360	WRL
Union Stock Yards & Tran. Co.	Chicago, Ill.	360, 485	WAAF
University of Illinois	Urbana, Ill.	360	WRM
University of Minneapolis	Minneapolis, Minn.	360, 485	WLB
University of Missouri	Columbia, Mo.	360	WAAN
University of Texas	Austin, Texas	360, 485	WCM
University of Wisconsin	Madison, Wis.	360, 485	WHA
Wanamaker, John	New York, N. Y.	360	WWZ
Wanamaker, John	Philadelphia, Pa.	360	WOO
Warner Brothers	Oakland, Cal.	360	KLS
Wasmer, Louis	Seattle, Wash.	360	KHQ
Westinghouse Company	Chicago, Ill.	360, 485	KYW
Westinghouse Company	East Pittsburgh, Pa.	360	KDKA
Westinghouse Company	Newark, N. J.	360	WJZ
Westinghouse Company	Springfield, Mass.	360	WBZ
Western Radio Electric Company	Los Angeles, Cal.	360	KOG
Western Radio Company	Kansas City, Mo.	360, 485	WOQ
West Virginia University	Morgantown, W. Va.	360	WHD
White & Boyer Company	Washington, D. C.	360	WJH
Williams, Thomas J.	Washington, D. C.	360	WPM
Wireless Telephone Company of Hudson County, N. J.	Jersey City, N. J.	360	WNO
Yeiser, John O, Jr	Omaha, Neb.	360	WDV
Y. M. C. A.	Denver, Colo.	485	KOA
Zamoiski Company, Joseph M	Baltimore, Md.	360	WKC

General Electric Company Announces Merchandise Sales Department

The increasing interest shown by the large electrical manufacturing companies in the merchandising of their products, has been commented upon from time to time in these columns. In the June issue (page 134) we chronicled the formation of the new Merchandising Sales department of the Westinghouse company under the general direction of John J. Gibson, assistant-to-vice-president, with J. S. Tritle as manager of the Merchandising Sales department and Merrill C. Morrow as assistant manager.

George P. Baldwin, newly appointed general manager of the General Electric Company's new Merchandise Department, stops for a minutes' chat with Frank Gale, at Hot Springs. Mr. Baldwin is a native Californian and for the last five years has been manager of the General Electric Company's important Philadelphia district office.

The General Electric Company now announces the organization of a merchandise department to handle all sales made through the electrical trade. This new department will be under the direction of George P. Baldwin as general manager. The supply department, under Dana Bullen, will continue to handle supply sales direct to central-station customers and others, including motors and transformers.

The newly formed Merchandise Department will comprise three main divisions — general administrative, supply sales, and motor sales.

Major H. C. Houck is appointed assistant general merchandise manager and will direct the administrative division. Frank W. Hall, formerly of the Sprague Works, is manager of supply sales, with J. O. Wetherbie as assistant manager. F. M. Kimball will direct the motor sales division of the company.

The administrative division (which will be located at Bridgeport, Conn.) will consist of units as follows: Sales promotion, J. A. Corcoran; commercial research, G. T. Fielding; advertising and publicity, F. S. Ackley; and supply houses, H. F. O'Malley.

The supply sales division will consist of seven units: Wiring devices, J. C. Dallam; conduit products, A. J. Young; code wires, W. H. C. Smith; fans, R. J. Heaney; tungar rectifiers, R. E. Russell; transformer specialties, R. Troy; and miscellaneous supplies, C. K. Mead.

The motor sales division under Mr. Kimball, will be made up as follows: Relations with motor dealers, C. H. Scott; general sales service, L. E. Smith; general-purpose direct-current motors, E. T. McDuffie; and general-purpose alternating-current motors, J. F. Johnson.

J. S. Tritle, manager of the Westinghouse company's new Merchandising Sales Department, snapshotted on Atlantic City's boardwalk with his energetic aide, Merrill Morrow. Mr. Tritle was formerly manager of the Westinghouse company's southwestern sales district, with headquarters at St. Louis.

A Survey of Seventeen Successful "Home Electric" Exhibits

The Society for Electrical Development, 522 Fifth Avenue, New York City, has just issued a monograph on "Organizing and Exhibiting the Electric Home" which deals with the subject very comprehensively from the formation of the committees to the closing of the exhibition.

The booklet, in its 64 pages, contains illustrations of a number of Electric Homes, many of which have already appeared in *Electrical Merchandising*. A feature of the booklet is the accompanying chart giving an analysis of the details of seventeen successful Homes in the United States and Canada. A map and list of Homes which have already been exhibited, and of others contemplated, visualizes the extent to which this medium, (first championed nationally by *Electrical Merchandising*) has been used throughout the country as a means of educating the public to "Do It Electrically."

TOWN	UTICA	DENVER	SAN FRANCISCO	SACRAMENTO	OAKLAND	LOS ANGELES	LOS ANGELES	LOUISVILLE	CLEVELAND	CLEVELAND	CLEVELAND	SALT LAKE CITY	COLUMBUS	TORONTO	MONTREAL	DETROIT	PITTSBURGH
STATE	NEW YORK	COLORADO	CALIFORNIA	CALIFORNIA	CALIFORNIA	CALIFORNIA	CALIFORNIA	KENTUCKY	OHIO	OHIO	OHIO	UTAH	OHIO	ONTARIO, CANADA	PROVINCE OF QUEBEC, CANADA	MICHIGAN	PENNSYLVANIA
ELECTRICAL HOME NO.	1	1	1	2	3	4	5	1	1	2	3	1	1	1	2	1	1
1-WHAT ORGANIZATION SPONSORED THE MOVEMENT? (A) NAME	ELECTRICAL LEAGUE OF UTICA	ELECTRICAL CO-OPERATIVE LEAGUE	CALIFORNIA ELECTRICAL CO-OPERATIVE CAMPAIGN	CALIFORNIA ELECTRICAL CO-OPERATIVE CAMPAIGN	CALIFORNIA ELECTRICAL CO-OPERATIVE CAMPAIGN	CALIFORNIA ELECTRICAL CO-OPERATIVE CAMPAIGN	CALIFORNIA ELECTRICAL CO-OPERATIVE CAMPAIGN	LOUISVILLE ELECTRIC CLUB	ELECTRICAL LEAGUE OF CLEVELAND	ELECTRICAL LEAGUE OF CLEVELAND	ELECTRICAL LEAGUE OF CLEVELAND	ROCKY MOUNTAIN ELECTRICAL CO-OPERATIVE LEAGUE	ELECTRIC LEAGUE OF COLUMBUS	ELECTRIC HOME LEAGUE INC.	ELECT. CO-OP. ASSOC. OF PROV. OF QUEBEC	ELECTRICAL EXTENSION BUREAU	ELECTRIC LEAGUE OF PITTSBURGH
(B) ADDRESS	122 GENESEE ST.	301 GAS & ELECT. BLDG.	3/4 RIALTO BLDG. SAN FRANCISCO	3/4 RIALTO BLDG. SAN FRANCISCO	3/4 RIALTO BLDG. SAN FRANCISCO	3/4 RIALTO BLDG. SAN FRANCISCO	3/4 RIALTO BLDG. SAN FRANCISCO	LOUISVILLE KENTUCKY	HOTEL STATLER CLEVELAND	HOTEL STATLER CLEVELAND	HOTEL STATLER CLEVELAND	812 KEARNS BLG. SALT LAKE CITY		24 ADELAIDE ST. W. TORONTO, ONTARIO	65 McGILL COLLEGE AVE MONTREAL	613 LINCOLN BUILDING DETROIT	436 SEVENTH AVE. PITTSBURGH
(C) SECRETARY	W. HALL	S.W. BISHOP	R.L. ELTRINGHAM	R.L. ELTRINGHAM	R.L. ELTRINGHAM	R.L. ELTRINGHAM	R.L. ELTRINGHAM	WM. G. DEY	S.C. HANSEN	S.C. HANSEN	S.C. HANSEN	P.L. GODDARD	O.A. ROBBINS	J.A. McKAY	LOUIS KON	H. SHAW	J.J. HUSSON
2-WHAT COMMITTEES WERE FORMED?		BUILDING APPLIANCE DISPLAY						GENERAL ADVERTISING BUILDING DISPLAY FINANCE	GENERAL COMMITTEE	GENERAL COMMITTEE	GENERAL COMMITTEE	ELECTRIC HOME COMMITTEE	PUBLICITY FINANCE	CENTRAL FINANCE PUBLICITY WIRING & ILLUMINATING HOUSE RESULTS	HOUSE	BUILDING WIRING APPLIANCE ADVERTISING & PUBLICITY	FINANCE HOUSE EQUIP. PROGRAM PUBLICITY WIRING AND LIGHTING
3-WHAT GROUPS OF THE INDUSTRY DO THEY REPRESENT?	ELECTRICAL DEALERS DEPT. STORE WALL PAPER STORE	CENT. STATIONS MANFACTURERS JOBBERS CONTRACTORS & DEALERS				POWER CO'S. MFRS. JOBBERS CONTRACTORS & DEALERS	POWER CO'S. MFRS. JOBBERS CONTRACTORS & DEALERS	CENTRAL STA. JOBBERS DEALERS FIXTURE DEALERS	CONT.- DEALERS APPL. " FIXTURE " MFRS. JOBBERS	CONT.-DEALERS APPL. " FIXTURE " MFRS. JOBBERS	CONT.-DEALERS APPL. " FIXTURE " MFRS. JOBBERS	CENT. STATIONS MFRS. JOBBERS CONTRACTORS DEALERS	JOBBERS CONTRACTORS DEALERS FIXTURE DEALERS	CENT. STATIONS MFRS. JOBBERS CONTRACTORS DEALERS	CENT. STATIONS MFRS. JOBBERS CONTRACTORS DEALERS	C.S. — MFRS. FIX. APPL. CONT. } DEALERS	CENT. STATION MFRS. JOBBERS CONTRACTORS DEALERS
4-HOW MANY REPRESENTATIVES FROM EACH GROUP IN EACH COMMUNITY?									2 2 1 1 1 } RESPECTIVELY	2 2 1 1 1 } RESPECTIVELY	2 2 1 1 1 } RESPECTIVELY	ONE	TWO	AS MANY AS NEEDED IN EACH CASE	TWO	TWO	C.S. 5 MFRS. 5 JOBBERS 4 C. & D. 3
5-WHO OUTSIDERS SERVED ON COMMITTEES?	THOS. A. SMITH CONTRACTOR AND BUILDER	NONE						NONE	NEWSPAPER REPRESENTATIVE	NEWSPAPER REPRESENTATIVE	NEWSPAPER REPRESENTATIVE	NONE	NONE	ADV. AGENT OWNER FURNISHING HOUSE			(A) C.W. YOST GAZETTE TIMES (B) H.A. CALDERWOOD CARNEGIE TECH.
6-ON WHAT COMMITTEES DID THEY SERVE?	HOME COMMITTEE								GENERAL	GENERAL	GENERAL			WIRING AND ILLUMINATING PUBLICITY			(A) PUBLICITY (B) HOUSE
7-WHO SUPPLIED THE HOME?	THOS. A. SMITH	ELECT. HOME BLDG. CO. A LEGAL ADJUNCT TO THE LEAGUE ORG. ESPECIALLY						ARCHITECT AND BUILDER	BUILDING CONTRACTOR	BUILDING CONTRACTOR	BUILDING CONTRACTOR	A PRIVATE BUILDING CONTRACTOR	A LOCAL BUILDER	E.W. GOULDING & CO.	SPECULATIVE BUILDER	AN ARCHITECT & BUILDER	F.L. MERRICK ARCHITECT
8-WAS IT NEW OR RENOVATED?	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW	NEW (NOT SPECIALLY BUILT)	NEW	NEW
9-HOW MANY ROOMS DID IT HAVE?	14	8 AND FULL FINISHED BASEMENT	8	7	8	7	8	8	10	9	6	11 AND GARAGE	8	7	11	8	9 (EXHIBITED)
10-WHAT VALUE WAS PLACED ON IT?	$30,000	$20,000 WITHOUT EQUIPMENT	$18,000 UNFURNISHED	$10,000	$18,500 UNFURNISHED	$12,500 UNFURNISHED	$40,000 UNFURNISHED		$37,000	$48,000	$17,000	$22,000	$20,000	$13,500	$18,000	$25,000	$25,000
11-WAS IT SOLD-IF SO PRICE OBTAINED?	NOT SOLD	YES $22,500	YES SOLD	YES SOLD	YES $18,500	YES $12,500	NO	YES $15,025	YES AT PRICE QUOTED	YES AT PRICE QUOTED	YES AT PRICE QUOTED	OCCUPIED BY BUILDER	YES $20,000	NO	YES $18,000	NO	YES $25,000
12-WHO PAID FOR THE WIRING INSTALLATION?	THOS. A. SMITH	ELECT. HOME BLDG. CO.	THE BUILDER SUBDIVIDER	THE BUILDER SUBDIVIDER	THE BUILDER SUBDIVIDER	THE BUILDER SUBDIVIDER	THE BUILDER SUBDIVIDER	ARCHITECT AND BUILDER	BUILDER	BUILDER	BUILDER	THE LEAGUE PAID ALL OVER $200	OWNER	OWNER $430 BALANCE BY LEAGUE	BUILDER	BUILDER	OWNER
13-WHAT AMOUNT OF MONEY WAS RAISED BY THE ELECTRICAL INDUSTRY?	$2000	$7,500 EXCL. OF ADVERTISING AMOUNTING TO $2000	$1400	$550	$1100	$1150	$1800	$2000	APPROPRIATED $14,695 FROM GENERAL LEAGUE FUND			APPROXIMATE $4500	NONE FOR HOME	$10,000 FOR 4 HOMES	NONE FOR HOME	$7000	$4100
14-HOW WAS IT RAISED?	SUBSCRIPTION	STOCK SUBSCRIPTION $10 PER SHARE	PRO RATED, 4 BRANCHES OF INDUSTRY COLLECTED BY FINANCE COMM.	FROM THE ELECTRICAL CONTRACTORS & DEALERS	FROM CEN. STA. MFRS. JOBBERS CONT. & DEALERS PRO RATA	PRO RATED AMONG 4 BRANCHES OF INDUSTRY	PRO RATED AMONG 4 BRANCHES OF INDUSTRY	ASSESSMENT	CONTRIBUTED BY THE VARIOUS GROUPS IN THE INDUSTRY			PAID OUT OF LEAGUE FUND		BY COMMITTEES ON ALLOTMENT		SUBSCRIPTION	BY AGREEMENT
15-HOW WAS IT APPORTIONED BETWEEN THE VARIOUS BRANCHES OF THE ELECTRICAL INDUSTRY?	½ OF 1% OF CONTRACTOR DEALERS RATING	FREE FOR ALL	APPROX. EQUAL AMOUNTS		APPROX. EQUAL AMOUNTS	APPROX. EQUAL AMOUNTS	APPROX. EQUAL AMOUNTS	C.S. $500 JOBBERS $700 DEALERS $500 FIX. " $300	SEE UNDER SECTION I, "FINANCING THE HOME"			PRO RATA TO AMOUNTS DONATED BY LEAGUE MEMBERS		C.S. 50% MFRS JOBBERS 30% CONT. DEALERS 20%		C.S. 50% OTHER BRANCHES $750 EACH	C.S. $1000 4 JOBBERS $500 EA. 1 " $300 1 DEALER $200 1 " $100
16-WHAT FORM OF CONTRACT DID THEY SIGN?	NONE	SUB. BLANKS WITH CERTIFICATES WHEN PAID	NONE	NONE	NONE	NONE	NONE	SPECIAL CONT. TO SPEND $2000 FOR ADVERTISING AND DISPLAY	SUBSCRIPTION BLANK-IN INSTALLMENTS	SUBSCRIPTION BLANK-IN INSTALLMENTS	SUBSCRIPTION BLANK-IN INSTALLMENTS	NONE		SUBSCRIPTION BLANK-IN INSTALLMENTS		NONE	NONE
17-HOW WAS THE MONEY EXPENDED?	SEE #22	APPLIED DIRECTLY ON COSTS OF BUILDING	ADVERTISING ETC.	ADVERTISING ETC.	ADVERTISING ETC.	FOR ADVER. & GENERAL EXHIBIT EXPENSES	FOR ADVER. & GENERAL EXHIBIT EXPENSES	SEE #16	ADVERTISING & GENERAL EXHIBIT PURPOSES	ADVERTISING & GENERAL EXHIBIT PURPOSES	ADVERTISING & GENERAL EXHIBIT PURPOSES	USE OF HOME $500 ADVER. $2284 WIRING $1685 MISC.-BALANCE	PRINTED MATTER EXTRA WIRING ADVERTISING	WIRING ADVERTISING MISCELLANEOUS		OFFICE EXP. $1000 ADVERTISING $5000	ADV. $ 1227.80 RENTS 292.86 PRIZES 113.34 SALAR ETC. 155.85 OFFICE ETC. 261.15
18-WHAT OTHER FORM OF CONTRIBUTIONS WAS MADE? (A) LABOR & MATERIAL (CONTRACTORS, ETC.)		VERY LITTLE				HOUSE WIRED AT COST	HOUSE WIRED AT COST	HOUSE WIRED AT COST				WIRING DONE AT COST		SOME WIRING MATERIALS	LABOR AND SUPPLIES	NONE	SERVICE OF NGA & DEMONSTRATOR FREE-LANDSCAPE DECORATIONS & AWNING FREE
(B) ADVERTISING SPACE	SPECIAL ARTICLES	NONE	CO-OPERATIVE ADVERTISING	CO-OPERATIVE ADVERTISING	CO-OPERATIVE ADVERTISING	CO-OPERATIVE ADVERTISING AND DONATED SPACE	CO-OPERATIVE ADVERTISING AND DONATED SPACE	NONE	NEWSPAPER & CAR CARD ADV. SPACE	NEWSPAPER & CAR CARD ADV. SPACE	NEWSPAPER & CAR CARD ADV. SPACE			VERY LITTLE	YES	INDIVIDUAL ADVERTISING	STREET CAR, SIGN SPACE AND POLES FOR STREET SIGNS DONATED
19-WHAT WAS THE VALUE OF THESE CONTRIBUTIONS? (A)	$100	$500				$200	$500 UNDER REGULAR RETAIL PRICE							$40	$42		$1000
(B)	$100		$3600	$550	$2200	$400	$3200								$1850	$8000	$250
20-WHAT WAS THE TOTAL COST OF THE HOME TO THE INDUSTRY?	$2200	SEE #13	$1400	$550	$1100	$1150	$1800	$2000	TOTAL COST OF 3 HOMES $14,695			APPROX. $4500	$500		$428.81	$6000	$3910.62
21-WHAT ADVERTISING MEDIA WERE USED? NEWSPAPER	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

STREET CAR CARDS		✓								✓	✓	✓	BANNERS ✓	OUTSIDE ✓	✓	OUTSIDE ✓		OUTSIDE ✓
BILLBOARDS		2	✓	✓	✓					✓	✓	✓	ELECT. SIGN ✓			ELECT. SIGNS ✓	✓	
BOOKLETS	✓	✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓		✓
AUTO SIGNS	✓			✓		✓	✓	✓	✓						✓			
STREET LIGHTING	✓	✓				✓	✓	✓	✓									
EXTERIOR ILLUMINATION	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
WINDOW CARDS	✓	✓				✓	✓	✓	✓									
SPECIAL INVITATIONS		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DIRECT BY MAIL	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓						
OTHER FORMS	✓			✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
22-WHAT AMOUNT OF MONEY WAS SPENT ON EACH FORM OF ADVERTISING? NEWSPAPERS										✓	✓	✓	✓	✓	✓	✓	✓	✓
STREET CAR CARDS	$875	$1000								POSTERS	POSTERS	POSTERS		STREET SIGN ETC.				
BILLBOARDS		$100							$1000	$1245.28	$933.96	$541.79	$1130		$2000			ST. SIGNS, ARROWS PHOTOS, SLIDES
BOOKLETS		$150								$194	$141.33	$82						
AUTO SIGNS	$700	$600								$75	$55.53	$32.21	$60	$100	$140		$2500	
STREET LIGHTING	$200								$250	$1111.19	$832.97	$483.22	$1067					
EXTERIOR ILLUMINATION	$50	ARR. BY C.S.							$17.75									
WINDOW CARDS	$50	ARR. BY C.S.																
SPECIAL INVITATIONS		$100														$100	$1000	$915.06
DIRECT-BY-MAIL	$10																	
OTHER FORMS	$100								$17.75	$186	$136.30	$73.07	$92.05					
23-WAS A CO-OPERATIVE OR AN INDIVIDUAL ADVERTISING PLAN FOLLOWED?	CO-OPERATIVE	BOTH	CO-OPERATIVE	CO-OPERATIVE	CO-OPERATIVE	CO-OPERATIVE	CO-OPERATIVE	CO-OPERATIVE		$1086.77	$812.78	$471.50	$11.75	$198		$14		$61.13
24-WHAT ASSISTANCE DID YOUR LOCAL NEWSPAPERS EXTEND TO THE MOVEMENT? (A) ADVERTISING (FREE)			NO	NO	NO	NO	NO		$342	$252.41	$146.43	$19.20		$302				$87.86
(B) GENERAL PUBLICITY	✓	A FAIR AMOUNT	YES	YES	YES	YES	VERY LIBERAL AMOUNT	FEATURE PAGE 30% FEATURE STORY	BOTH	BOTH	BOTH	CO-OPERATIVE			CO-OPERATIVE		BOTH	$163.75 INDIVIDUAL
25-WHO SUPPLIED THE FURNISHINGS?	R. FRASER CO. (FURNITURE) JONES & GURLEY (DECORATORS)	DANIELS & FISHER CO. DEPT. STORE	L. KREISS & SONS FURNITURE DEALERS	DUNN & FRAZIER	GILCHRIST FURNITURE CO.	BULLOCKS	BARKER BROS.	DEPARTMENT STORE	NO	NO	NO	NO	A LITTLE	NO		NO	NO	
26-DID THEY DELIVER AND INSTALL THEM FREE OF CHARGE?	YES	YES	YES-EXCEPT DRAPERIES	YES	YES-EXCEPT DRAPERIES	YES-BUILDER PAID FOR DRAPERIES	YES	YES	YES-EDITORIALS & FEATURE STORIES	YES-EDITORIALS & FEATURE STORIES	YES-EDITORIALS & FEATURE STORIES	ITEMS & STORIES		YES	YES	YES	YES	YES FEATURE STORIES
27-WHO SUPPLIED KITCHEN AND OTHER HOUSEHOLD EQUIPMENT?	LOCAL ELECTRICAL CONTRACTORS	DANIELS & FISHER CO.	L. KREISS & SONS	DUNN & FRAZIER	GILCHRIST FURNITURE CO.	BULLOCKS	BARKER BROS.	DEALERS	FURNITURE DEALER	FURNITURE DEALER	FURNITURE DEALER	D.W. WOODY FURNITURE CO.	THE HOWARD CO. LAZARUS & CO. HINTERSHED CO.	T. EATON CO. LTD.	FURNITURE HOUSE	J.L. HUDSON CO.	BOGGS & BUHL	
28-WHO SUPPLIED THE APPLIANCES?	LOCAL ELECTRICAL CONTRACTORS	JOBBERS & DISTRIBUTORS	JOBBERS	ELECTRICAL CONT. & DEALERS & JOBBERS	JOBBERS	JOBBERS	JOBBERS	DEALERS	FURNITURE DEALER	FURNITURE DEALER	FURNITURE DEALER		SEE #25	T. EATON CO. LTD.		J.L. HUDSON CO.	BOGGS & BUHL	
29-HOW MANY APPLIANCES WERE EXHIBITED?	40	50	31	ABOUT 25	ABOUT 40	ABOUT 35	ABOUT 50	49	LEAGUE MEMBERS	LEAGUE MEMBERS	LEAGUE MEMBERS	ELECTRICAL DEALERS	LEAGUE MEMBERS	MFRS. & JOBBERS	JOBBERS	APPLIANCE DEALERS	JOBBERS & DEALERS	
30-HOW MANY OUTLETS WERE INSTALLED (TOTAL)?	104	ABOUT 165	110	84	106	83	117	APPROX. 65	32	32	32	44	120	34	37	ONE OF EACH KIND	37	
31-HOW MANY "CONVENIENCE OUTLETS" WERE THERE?	42	ABOUT 50	37	27	38	28	37	APPROX. 28	120	141	77	135 (44 SWITCHES)	80	92 (20 SWITCHES)	72	147	75	
32-WAS THE ELECTRIC SERVICE INSTALLED FREE?	YES	YES	NO PAID FOR BY BUILDER	NO PAID FOR BY BUILDER	NO	NO - COST PLUS OVERHEAD	NO - COST PLUS OVERHEAD	YES	35	38	32	65	45	34	26	44	33	
33-WAS THE ELECTRIC ENERGY SUPPLIED FREE?	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES	NO	YES	
34-WERE ANY SPECIAL FEATURES INTRODUCED IN THE EXHIBIT?	YES	NIGHTLY RADIO CONCERTS ETC.	NO.	NO	NO	NO	NO	SYNCHRONIZING CLOCK	NO	NO	NO	NO	YES	NO	YES	NO	NO	
35-HOW LONG WAS THE EXHIBIT OPEN?	16 DAYS	28 DAYS	17 DAYS	16 DAYS	18 DAYS	17 DAYS	25 DAYS	2 WEEKS	31 DAYS	29 DAYS	28 DAYS	2 WEEKS	2 WEEKS	13 DAYS	25 DAYS	15 DAYS	21 DAYS	WIRELESS SPEC. OPENING AUTO FLOAT
36-WHAT DAY AND DATE DID IT OPEN?	DEC. 3, 1921	MONDAY MAY 8, 1922	FRIDAY JUNE 11, TO 27, 1920	SATURDAY JULY 31 TO AUG. 15, 1920	THURSDAY AUG. 26, TO SEPT. 12, 1920	FRIDAY NOV. 12, TO NOV. 28, 1920	THURSDAY JAN. 20, TO FEB. 13, 1921	SATURDAY OCT. 15, TO OCT. 27, 1921	SUNDAY MAY 15, TO JUNE 15, 1921	SUNDAY SEPT. 11, TO OCT. 9, 1921	SUNDAY OCT. 16 TO NOV. 13, 1921	SATURDAY SEPT. 17, TO SEPT. 30, 1921	SUNDAY MARCH 19, 1922	SATURDAY JAN. 21, 1922	WEDNESDAY FEB. 22 TO MARCH 18, 1922	SUNDAY MAY 14, TO MAY 28, 1922	THURSDAY APRIL 13, TO MAY 6, 1922	
37-WHAT HOURS WAS IT OPEN EACH DAY?	2 P.M. - 10 P.M.	2 P.M. - 10 P.M.	10 A.M. - 5 P.M.	1 P.M. - 10 P.M.	10 A.M. - 10 P.M.	2 P.M. - 10 P.M.	2 P.M. - 10 P.M. SUNDAY 10 A.M. - 10 P.M.	11 A.M. - 9 P.M.	10 A.M. - 10 P.M.	1 P.M. - 10 P.M.	1 P.M. - 10 P.M.	2 P.M. - 9 P.M.	1 P.M. - 10 P.M.	10 A.M. - 10 P.M.	2 P.M. - 10 P.M.	2 P.M. - 10 P.M.	1 P.M. - 10 P.M.	
38-HOW MANY WERE THERE ON THE DEMONSTRATING STAFF?	7	28	ABOUT 8	ABOUT 6	ABOUT 8	ABOUT 8	ABOUT 10 AT ALL TIMES	7	6-REGULARLY EMPLOYED, OTHERS ASSISTED	6-REGULARLY EMPLOYED, OTHERS ASSISTED	6-REGULARLY EMPLOYED, OTHERS ASSISTED	15	10	30	10 TO 12	19	10	
39-WHAT HOURS DID EACH SHIFT WORK?	8 HRS.	3½ HRS. 4½ HRS.	ABOUT 8	ABOUT 9 HRS.	ABOUT 8	ABOUT 8	ABOUT 8	10	ABOUT 8	ABOUT 8	ABOUT 8	3½	1 P.M. TO 10 P.M.	VARIED FROM 4 TO 8	ABOUT 4	4 TO 5	6 TO 8	
40-WHO SUPPLIED THE MEN? (A) WERE THEY EMPLOYEES OF LOCAL ELECTRICAL FIRMS?	3 WERE	ALL BRANCHES OF INDUSTRY YES	ALL BRANCHES OF INDUSTRY YES	ELECTRICAL CONTRACTORS & DEALERS YES	DEALERS & JOBBERS YES	DEALERS & JOBBERS YES	JOBBERS DEALERS & C.E.C.C. YES	ELECTRIC CLUB YES	2 LEAGUE REPRESENTATIVES ASSISTED FROM 5 P.M. TO 7 P.M. TO PERMIT OF EMPLOYEES HAVING DINNER			YES	YES	YES	YES	YES	ALL THE MEN AND SOME WOMEN	
(B) WERE THEY SPECIALLY EMPLOYED FOR THE OCCASION?	SEE #25 2 WERE	NO	NO	NO	NO	NO	NO	1 MAN & 2 MAIDS	YES	YES	YES			1 LADY DEMONSTRATOR	NO	NO	SOME STUDENTS FROM DOMESTIC SCIENCE COLLEGE	
41-HOW WAS THE RECORD OF VISITORS KEPT?	HAND COUNTING DEVICE AS VISITORS ENT. THE HOME	COUNTING MACHINE	COUNTING MACHINE	COUNTING MACHINE	COUNTING MACHINE	COUNTING MACHINE	COUNTING MACHINE	COUNTED	COUNTING MACHINE	COUNTING MACHINE	COUNTING MACHINE	COUNTED	RECORD BOOK	COUNTING MACHINE	COUNTING MACHINE	COUNTED	SIGNED REGISTRATION CARDS	
42-WHAT WAS THE TOTAL ATTENDANCE?	15,129	36,992	20,000	10,000	30,000	19,000	57,106	29,000	38,354	34,790	13,965	7000	6500	13,550	10,555	14,440	34,426	
43-WHAT WAS THE MAXIMUM ATTENDANCE ON ANY ONE DAY?	3537	2171	1500		4610	2614	6966	3200	3300	2755	1691	915	1800	1967	806	1902	3059	
44-WERE THERE ANY SPECIAL RECEPTIONS?	NO	YES	NO	YES, OFFICIALS FORMALLY OPENED THE EXHIBIT	NO	NO	YES - 2 SPECIAL LADIES' CLUBS	NO	NO	NO	NO	NO	NO	YES	YES	NO	YES	
45-WHAT FORM DID THEY TAKE?		INVITATIONS TO CLUBS NEWSPAPERS ETC.		FORMAL OPENING MAYOR PRESENT ETC.			HOUSE TURNED OVER TO CLUB - TEA SERVED							TO ARCHITECTS & BUILDERS	FOR HIGH SCHOOL WOMEN'S ASSOCIATIONS, ETC.		CLUBS, CITY OFFICIALS & PRESS	
46-WHAT OUTSIDE CO-OPERATION DID YOU RECEIVE?	SEE #7 & 25	FROM NEWSPAPERS & FURNISHING FIRM				FURNITURE CO. MUSIC CO. AUTO CO. CO-OP. ADV.	YES CONSIDERABLE HELP FROM ALL INTERESTED		SEE 18B	SEE 18B	SEE 18B	NONE	BUILDER AND FURNISHING HOUSES			NONE	OWNER, FURNISHING FIRM, FLORIST, CHAMBER OF COMMERCE, ETC.	
47-WHAT WERE THE NET RESULTS OF THE EXHIBIT? (A) WAS IT A SUCCESS?	YES	UNUSUALLY SUCCESSFUL	INCREASED ELECTRICAL SALES	INCREASED ELECTRICAL SALES YES	INCREASED ELECTRICAL SALES YES	INCREASED ELECTRICAL SALES YES	YES	YES	BETTER WIRING AND MORE "CONVENIENCE OUTLETS" BEING INSTALLED YES		YES	YES	YES	YES	YES	YES	YES	
(B) WHAT CHANGES WOULD YOU SUGGEST IF THERE WERE TO BE ANOTHER ELECTRICAL HOME IN YOUR CITY?	HOME SHOULD BE ON MAIN ST. SHOULD BE A DEMONSTRATOR IN EACH ROOM	DIFFERENT TYPE OF HOUSE	A BUNGALOW AT MODERATE COST	NONE	EQUIP A BUNGALOW NEXT TIME	LARGER SUBDIVIDER WHO COULD SPEND MORE MONEY ON ADVERTISING	HOME SHOULD BE WITHIN REACH OF EVERY FAMILY - MORE "CO."	NONE	EXPERIENCE OF 3 HOMES HAS SHOWN WHERE EXPENSES CAN BE CUT DOWN. ESTIMATE EXPENSE OF 4TH HOME WILL BE ABOUT $4000			SUGGEST SMALLER HOME 5 OR 6-ROOM BUNGALOW	NONE - THERE WILL BE 4 MORE HOMES	MORE ACTIVE PUBLICITY COMMITTEE	MORE PUBLICITY CUT DOWN THE DAILY ATTENDANCE		LARGER HOME BUILT & OWNED BY REALTY CO.	

Have We Overlooked the Hometown "Business Man" in Our Plans for Re-Financing the Contractor-Dealer

A Leaf from the Early Retailing Experience of the Automobile Trade. How the Electrical Jobber and Manufacturer and the Local Central-Station Man Can Help the Electrical Retailer in Getting Adequate Capital

By H. A. Lewis

Business Manager, Electrical Merchandising

DUN and Bradstreet in their analysis of business failures say that inadequate working capital is one of the chief causes of business troubles.

Trying to do business without enough invested money.

I think the figure is 29%—Twenty-nine per cent of all business failures are chargeable to lack of capital.

Does this statement mean anything to the electrical retailing business? I think it does.

As this is scheduled to be a talk on retail financing, let us first review the

Contractors' Financial History in the Merchandising Business

(*a*) *The Period Prior to* 1910.

The appliance merchandising business originally started by the central-stations selling appliances at cut prices. In some places they gave appliances away. Central-stations saw this business at that time only terms of current consumption. The central-stations financed their appliance business by charging it to "*operating expense.*"

Contractors began to get calls for merchandise. This was the direct result of the central-stations' activities.

Contractors financed this new business—by ordering from their jobbers. They made use of their regular credit.

(*b*) *1910 to 1915.*

Here we find the manufacturers starting national campaigns to sell appliances to the public.

Contractors were systematically solicited to make retailing an organized part of their business activities.

Need for additional working capital was never suggested.

Business was to be financed by longer lines of credit from the jobber, with a quick turnover of the merchandise.

(*c*) *War Period—1915 to July 1920.*

The Great Specialty Boom.

General Facts

(1) Central-stations retired as purveyors of merchandise.

(2) Electric specialty shops and house-to-house organizations came into existence.

> These are the notes from which Mr. Lewis delivered his address at the Westinghouse Agent-Jobbers Convention at Hot Springs, Va., May 29. So wide was the interest created by this address, and so briefly and clearly are the speaker's ideas presented in these memoranda, that instead of printing the address in its fully rounded form, as given, the expedient has here been adopted of printing this skeleton outline of the speaker's arguments.—Editors.

(3) Curbstone contractor went to war and into the shipyards.

(4) New manufacturers come into the industry with household specialties. (Iowa and the washing machine business.)

(5) House-wiring work and general electrical contracting were paralyzed.

(6) Tremendous public demand for household labor-saving devices. Upper-middle class demand stationary. Working class buying heavily.

(7) General price level was rising.

How Financed

(1) Contractors took their working capital that was invested in contracting and invested it in merchandise.

Prices were rising so the more merchandise they bought the better their balance sheet looked.

(2) Jobbers increased their lines of credit to contractors for merchandise purchases.

(3) New manufacturers gave lines of credit direct to contractor.

(4) Time-payment method of financing come into popularity.

This was a new kind or use of credit—it was not additional working capital.

(5) *Profits were made during this period.*

Three things happened to these profits.

First—They were spent.

Second—They were invested in merchandise.

Third—They were invested in "accounts receivable."

Those profits invested in *merchandise* and *accounts receivable* became an addition to the working capital invested in the electrical retailing business. The first real addition.

But when the boom broke in July, 1920, and prices began to fall and purchasers to default on time payment contracts.

This additional working capital depreciated and to a large extent disappeared.

(*d*) *July 1920 to 1922—The Valley of Despair.*

Contractor-dealers in red ink during this period.

Red-ink deficits represented a reduction in working capital.

Contractor-dealers had a tendency to blame the merchandising end of the business for their troubles—rather than the general economic conditions.

And as a natural reaction, contractor-dealers developed a desire to get back in the contracting business.

On Jan. 1, 1922, the actual available working capital invested in the contractor-dealer business was on a par with the amount invested Jan. 1, 1917—Five years operations and yet no addition.

Working Capital Needed to Finance Contracting Work

In considering the present-day situation, we must bear that fact in mind.

First four months of 1922 show a revival of building activity based on permits let—that almost equals any record ever set for the same period.

Furthermore, the average size of a wiring job has increased. A greater number of outlets to give the present standard of service is required.

Every wiring job today represents a larger financial transaction.

Contractor-dealers will need all of their available *working capital* to finance needed contracting work.

Plus *additional* credit from *jobbers.*

Plus all the *additional* credit they

can get, based on the hypothecation of *time payment contracts* covering wiring jobs.

Gentlemen, today from a financial point of view, where does the retail end of the electrical merchandising business get off?

Four Sources of Supply Today for Retail Working Capital

First, the *Central Station.*

Millions of dollars of new retail capital here. Appropriated by Board of Directors of larger syndicates, etc.

Doherty—Insull—Mitchell — men of this type see advisability of aggressive retail merchandising now.

The "More and Better Business Campaign" of the N. E. L. A. is an expression of this changed point of view.

Sell merchandise to fill up the valleys in the load.

I do not anticipate central-station price cutting.

I do predict that within two or three years much of this new capital will be withdrawn from the merchandising business and used for other purposes.

Second, *Non-Electric Stores.*

Department and music stores particularly will put up additional working capital for radio—not so much new capital for other electrical lines.

Service work will slow up their activities, increase their general overhead and reduce the return on the capital invested in radio.

Third, *Manufacturers.*

Opening up their own retail stores, and financing their own house to house campaigns. I will discuss this point a little later.

Fourth, *the Refinancing of Contractor-Dealers.*

The *additional* working capital to be *raised locally.*

A Plan for Refinancing the Contractor-Dealers

(1) Will consider only the better contractor-dealer—10 per cent of the total.

(2) Consider contractor-dealer in smaller cities and larger towns. A community with *1,000 wired homes in the minimum.*

(3) Will consider raising additional working capital locally by formation of *partnership* or through issues of *common stock.*

A Picture of the Financial Situation in the Average Small American City or Large Town

(1) *Local Speculative Money.*

(a) Every town has its local J. P. Morgan and its capitalistic group.

(b) Every town has its *revolving* pool of *restless* money seeking local speculative investment.

This money not interested in outside speculative ventures. This money is not the money used for general investment in stocks or bonds of large organizations.

(c) In talking about local speculative money, I am not talking about oil-stock money, etc.

(d) The money I am talking about wants to *stay at home* where its owners can watch it and have a *voice in its management.*

(2) *Local Personnel.*

(a) In the financial set up of any town, there is always one richest man —who is interested directly or indirectly in one or more of the local banks—this man is the local *J. P. Morgan.*

(b) Richest man has a circle of *personal friends.* These men are directors in the banks and in the other enterprises in which our richest man is usually the heaviest stockholder.

This makes up the inner clique.

(c) Usually there is *another financial clique* headed by a local capitalist, interested in the second strongest bank in town.

There is always more or less rivalry between these two cliques.

(d) The *financial hierarchy* of the town is made up of not over *50 men.*

Two to five listed as capitalists.

Three or more lawyers.

One or two real estate men.

One or more local merchants, never over five.

One or more doctors with wealthy wives.

One or more manufacturers, if the town is located in the East or Central West.

(e) This financial hierarchy meets unofficially at some downtown club or at the country club.

(f) This loosely-knit financial group has developed a *class consciousness* in terms of money, as a result of the Liberty Loan drives, Red Cross drives, etc.

These war time civic activities brought all the little cliques together as the *moneyed group.*

They unconsciously developed a *local Wall Street* spirit.

(g) These local financiers' only contact today with the electrical industry is through the manager or chief executive of the *local central station.*

These men know locally the money-making possibilities of the *automobile business.*

But they do not know the local money-making possibilities of the *electrical business.*

How the Local Automobile Business Was Financed

(1) The local J. P. Morgan bought one of the first *10 cars* ever sold in his town.

(2) He then got *interested in automobiling.*

(3) From automobiling he got interested in the *automobile industry.*

(4) He saw the local possibilities for the investment of some of his money in this industry where he could *watch it personally.*

(5) He helped finance some aggressive salesmen of the mechanical type—or else he *financed his wife's nephew,* who wanted to sell cars of the Stutz variety.

(6) He got the *local* bank, of which he was an officer or director, to give this new sales agency an *adequate line of credit.* And there you are.

Automobile Manufacturing and Local Dealer Financing.

(1) For 20 years the world has marveled at the super-sized automobile factories with their quantity production—*shipped on a C. O. D.* basis.

(2) But did you ever stop to think that the automobile business would not have grown as it did (despite the great latent consumer demand) if *local capitalists* and *local banks* had not financed *local dealers.*

(3) In 1920 we hear of *Ford in financial trouble,* short-time bank loans maturing, and a syndicate of *Wall Street bankers to take over the business.*

Next we hear of Ford making *forced shipments* to his dealers C. O. D.

And in 1921 we see Ford making money as usual.

It was the *small town financier* who directly or indirectly was forced to come to *Ford's rescue.*

10,000 little Wall Streets beat the *big Street* though they did it unconsciously.

Why Manufacturers and Jobbers Must Help Refinance Contractor-Dealers Locally.

(1) Millions of dollars invested in manufacturing plants and equipment. The central stations and non-electric stores cannot absorb the output.

(2) Additional new electrical devices are bidding today and tomorrow for retail capital. (a) Heating appliances and ranges. (b) Vacuum cleaners. (c) Washing machines. (d) Ironing machines. (e) Ice making machines. (f) Fixtures and portables. (g) Radio equipment, etc.

(3) *Total possible electrical sales* to the home already equal price of a good

What You'll Drive Next Winter—

will be determined by what you do this Summer. August selling ingenuity will make the difference between a *good year* and the *best year* you've *ever met.* Start now to do the systematic summer selling that will put new zip into your business and line you up for

Electrical Merchandising's Summer Selling Business Prizes

automobile—but with a greater potential sales expense because there are many items where the idea of the use must be sold first.

(4) Jobbers want and need more business, but they cannot afford to give *more credit to contractor-dealers for* merchandise — particularly when you consider the *immediate expansion* in *house wiring.*

(5) If manufacturers try to build their *own local retail sales organization* to take care of the factory output, it will cost them more money than their present dealer spread—and *retail prices will therefore be forced up* rather than down, *which will reduce volume.*

(6) Furthermore, manufacturers and jobbers are *better organized* today to help get the *good contractor-dealers refinanced locally* than they are to organize their *own local retail sales organizations.*

Helping the good contractor-dealers to get money locally is only a *sales job,* while operating retail stores is a *sales,* an *organization* and a *financing* job.

A Detailed Plan for the Manufacturer and the Jobber

First Step.

(a) Through the existing jobbing sales organizations locate the contractor-dealers with sales and managerial ability. (They can be found if we look for them.)

(b) Last month *Electrical Merchandising* received the financial statement of such a firm. It came in unsolicited and we published it in the July issue. (See page 106.)

This dealer made in 1921 better than 33⅓ per cent on his investment of $8,500.

The local capitalist that would put up $5 or $10,000 *additional money* in this man's business, would have a *speculative business investment* that would satisfy the most exacting *three-ball money lender.*

(c) Every jobbing organization has today an informal *list of good accounts* of the kind to which I refer.

(d) A conference between the *sales and credit manager* of any good jobbing house will bring to light *from 6 to 50 such accounts.*

Second Step.

Have the jobber's sales manager, credit manager, or special representative (who may be a manufacturer's man) get in touch with the local central station executive and do these things:

First—Get the *inside information* on the local *financial hierarchy.*

Second—Sell the central station management *your plan* and get their moral if not their *actual support.*

Third—Get information from central station regarding *houses* wired and the number of the *various devices* in use. Get a true picture or analysis of the *local merchandising situation.*

Fourth—Get central station executive or local banker to introduce your credit manager or special representative to the local J. P. Morgan and the other local financiers.

Fifth—Have the special representative meet and get acquainted with the publishers of the local papers. If the central station executive won't give you the local financial information, the newspaper publishers will. Particularly if you *tell them your plan.* For the newspaper men will see it in terms of *additional advertising.*

Sixth—Have the special representative talk with your *contractor-dealer* prospect and find

First—who of the local financiers he *knows* personally.

Second—who of the group he knows *by reputation.*

Third—which men in this group he particularly *respects and admires.*

Third Step.

First—Invite your contractor-dealer prospect *to your head office*—invite him as a *business guest.*

Second—Let the *principals* of the jobbing organization talk frankly and fairly to the contractor-dealer about *his business.*

The *merchandising possibilities* in his town, *his present financial set up,* and his need for *more working capital.*

Suggest to him that he *raise that capital locally.* Offer to co-operate and *suggest definite men* that the contractor-dealer can go to—particularly those men who have helped finance the *local automobile dealers.*

Third—The success of this entire suggested plan depends primarily on this *man-to-man* interview.

Fourth — The average contractor-dealer in his *own heart* does not see himself as a *full fledged business man* on a par with the local *dry goods merchant and hardware proprietor.*

In his *own mind* he is a cross between a *master artisan* and some sort of a *specialist.*

When he *buys* and *sells* and keeps some *sort of books* and is given *credit,* he does not see these things as *fundamental business* operations on a par with the work done *by jobbers* and other *business men.*

Fifth—If the contractor-dealer can get a vision of himself as a *business man first,* with *contracting* and *selling as secondary* operations in importance to *running the business and making money,* you have won.

Sixth — After the contractor-dealer gets this *new conception* of *himself* and his local *business possibilities* then *work out in detail* a possible *refinancing* plan, with maybe an alternate plan.

Say that one is based on a *partnership arrangement* and the other is predicated on the *issuance of stock.*

The point is you will have given the contractor-dealer something definite to take to the local capitalist. You have put the contractor-dealer in a *stronger trading position* when he *negotiates* with the *local moneyed men.* He takes to them a *business like proposition first.* He does not have to wait for them to *make him an offer.*

Seventh—Right here I want to remark that I think there are many good contractor-dealers already sold on the idea of getting *more money in their business,* but because they *don't know how* practically to work out a *refinancing plan,* they don't take the first step for fear they will show their *financial ignorance* and get *stung.*

Eighth—After the refinancing plan is worked out, let the *jobber tell the contractor definitely what he will do for him* in terms of an *additional* line of *credit—sales helps—advertising, etc.,* predicated on the contractor *raising this new capital locally.*

Ninth—Then *send him home* with the promise of *your support* in his *local negotiations.*

Fourth Step.

Have the *special representative* see the *local capitalists* who the contractor-dealer would like to have *invest money* in his business.

Usually *one man, maybe two,* are able to put up *all the money* that is needed.

Sell these local financial men.

First—the electrical industry and its future.

Second—the *local possibilities* and some definite ways that *money invested locally* would *make money.*

Third—If these local financial men are *not using* major *electrical devices* in their *own homes*—stop right there—there is a job to be done.

Fourth—Sell these financial men the *technical* or specialized ability of the *contractor-dealer prospect.*

Fifth — Point out the *contractor-dealer's money-making possibilities* if he were *properly financed.*

Sixth — Outline approximately the *new money* the *contractor-dealer should have* and *why*—in terms of *lines* to be *pushed locally.*

Seventh—Tell the local J. P. Morgan what the jobber's organization is prepared to do if the contractor-dealer *obtains more money.*

Fifth Step.

Have the *special representative* bring the *contractor-dealer* and the *moneyed man* or *men together.* The special representative may or may not be present at the interview.

If possible bring the *central-station executives* into the picture by getting them to *express a willingness to co-operate* with the *enlarged organization.*

Then follow through—don't let the *contractor-dealer* get *discouraged* if the plan doesn't strike fire on *the first try.*

Time is a factor in *all financial negotiations.*

Conclusion.

I have outlined this *plan in detail* in an effort to bring out all the *variables* in the *problem.* I know there are *simpler ways* of accomplishing the same result.

But I am *sure of one thing*—contrac-

(*Continued on page* 93)

Electrical Merchandising *Pictorial*

A Monthly Picture Section of Sales Ideas

LIGHTING FIXTURES
ELECTRICAL SUPPLIES
FANS
How would you like to have Mr. Richfeller, here, as a partner in *Your* business
657-988

HAVEN'T you in mind right now a lot of contracting work that should be done? And labor-saving and happiness-making appliances to be sold? But, did you ever stop to think that to do these things and to make real profits, *capital is needed?* How would you like it if Mr. Richfeller, the man with the big, quiet-running limousine, wrote you his check for $5,000 or $10,000 for investment in your business?

As pointed out in Mr. Lewis' address in the preceding pages, you can undoubtedly get some man of means, right in your home town, to furnish you with this capital if you go after it right. Read the foregoing article and study the pictures on the next page—

How to Get Additional Capital for Your Electrical

ASSETS	LIABILITIES
Slow accounts-receivable	Owe jobbers too much
Not enough merchandise	Owe manufacturers
Inadequate equipment	Very little capital
	No surplus for profits

Does this financial statement look familiar?

If it does, and if you want to correct this condition in your business—

Talk it over with your jobber's credit manager. He will tell you that *to make money* you must have *adequate money* in your business. You must raise additional money from your friends, relatives, or some local capitalist.

Go with the jobber's man to your bank and talk with the banker about people who might put money in your business.

Get the jobber's man to tell the banker about the possibilities of the electrical industry.

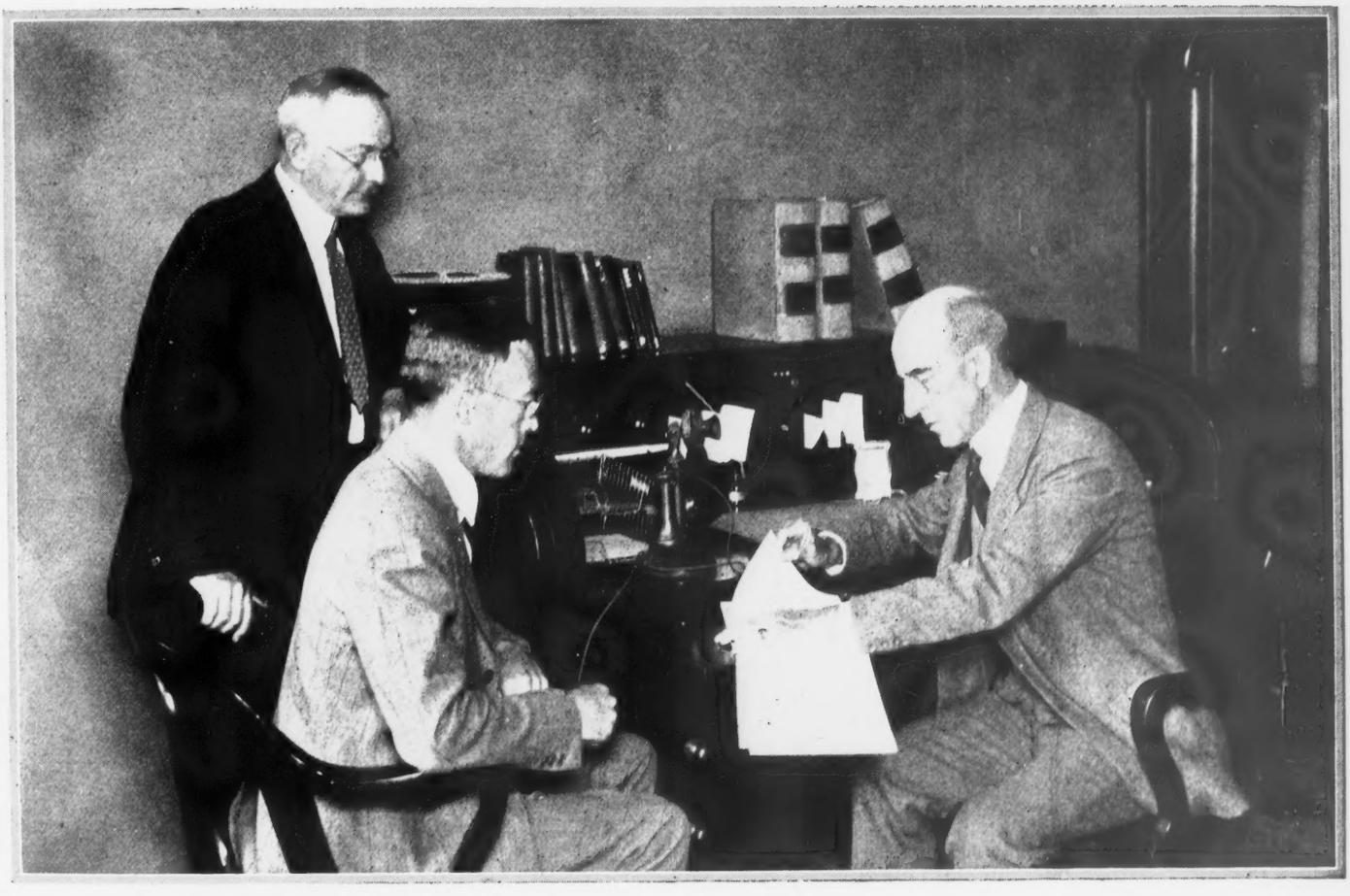
Show the banker your statement. Tell him of the money-making possibilities in your town if you can get more capital. If he has no electrical appliances, equip him with a home electric in his own household. Ask the banker about people who might invest money in your business, right in your own home town.

Business—And, How the Jobber's Man Can Help

Then go with the jobber's man to call on the manager of the central station.

Tell him what you plan to do to increase your business. Get his suggestions about people with money to invest. Get him interested in your plans for selling appliances and installing wiring, so that when the time comes he will put in a friendly word for you.

The banker and the central-station manager can tell you with which capitalist your chances will probably be best. Then get the jobber's man to go with you to see Mr. Richfeller, the capitalist selected, to tell him your story and the story of the future of electricity, in an impersonal way.



In this way, find the home-town capitalist who will put money in your business.

Show Mr. Richfeller the returns he can earn on a $5,000 or $10,000 investment in your business. Take Mr. Richfeller's check, and take Mr. Richfeller himself into partnership with you. Then you can do the things that will measure up to the possibilities of the electrical industry—and you will put the electrical business on a par with the automobile business in your town.

* * *

And now that the contractor-dealer has his needed new capital, let us introduce to you the actors in this our little drama of Friendly Finance—all of them, by the way, connected with the staff of *Electrical Merchandising:* The eager contractor-dealer, E. M. Bacon; the helpful jobber's credit man or special representative, R. A. Trefethen; the serious-countenanced banker, H. A. Lewis; the cordial central-station manager, A. B. Gilbert, and Mr. J. Pierpont Richfeller, A. E. Clifford.

For, more capital will make your financial statement look like this

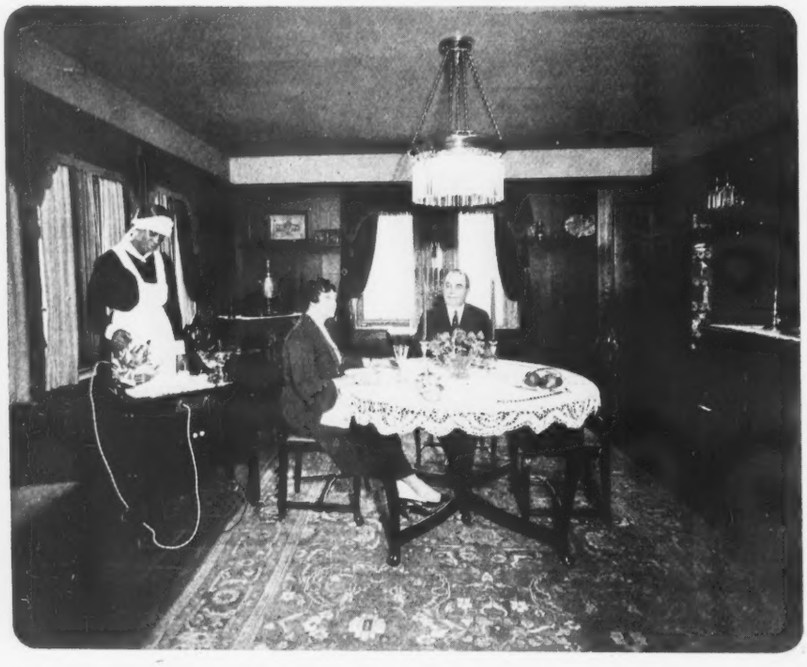
ASSETS	LIABILITIES
Complete and adequate stock of merchandise	Owe jobbers reasonable amount (discount bills)
Good accounts-receivable	Owe local bank (proper amount)
Better equipment	Adequate capital
The public's goodwill	A satisfactory surplus (for profits)

Here's an Electrical Manufacturer Who Lives in an Electrical Home

(Sixth in a Series of Little Picture-Journeys to Homes of Electrical Men Whose Own Households Are Electrically Complete)

George A. Hughes, president of the Edison Electric Appliance Company of Chicago, is a practitioner of his preachments. He not only makes electric appliances and sells them—he uses 'em, which is a hot point in favor of any manufacturer! You know the restaurant proprietor who dines in his own place at least believes in himself, and here's proof that Mr. Hughes believes in the Electrical Idea.

(*Above*)
Mrs. Hughes keeps the central-station fires burning constantly, with her electric sewing-machine motor. But, of course, traveling men are hard on clothes.

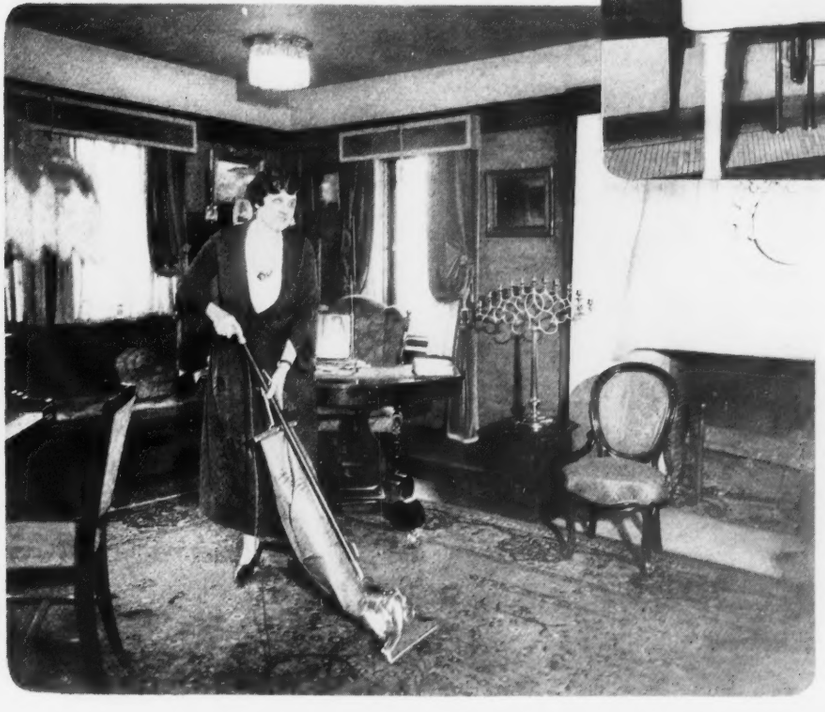


Above is a view of one portion of the basement, formerly called the cellar—one of the six best in the neighborhood! The other portion of said cellar is, however, protected by all the burglar alarms in the vicinity. Note the power and light meters, the washing machine, the ironing machine, n'everything—all easy of access. But accessibility does *not* prevail in the other portion of the cellar.

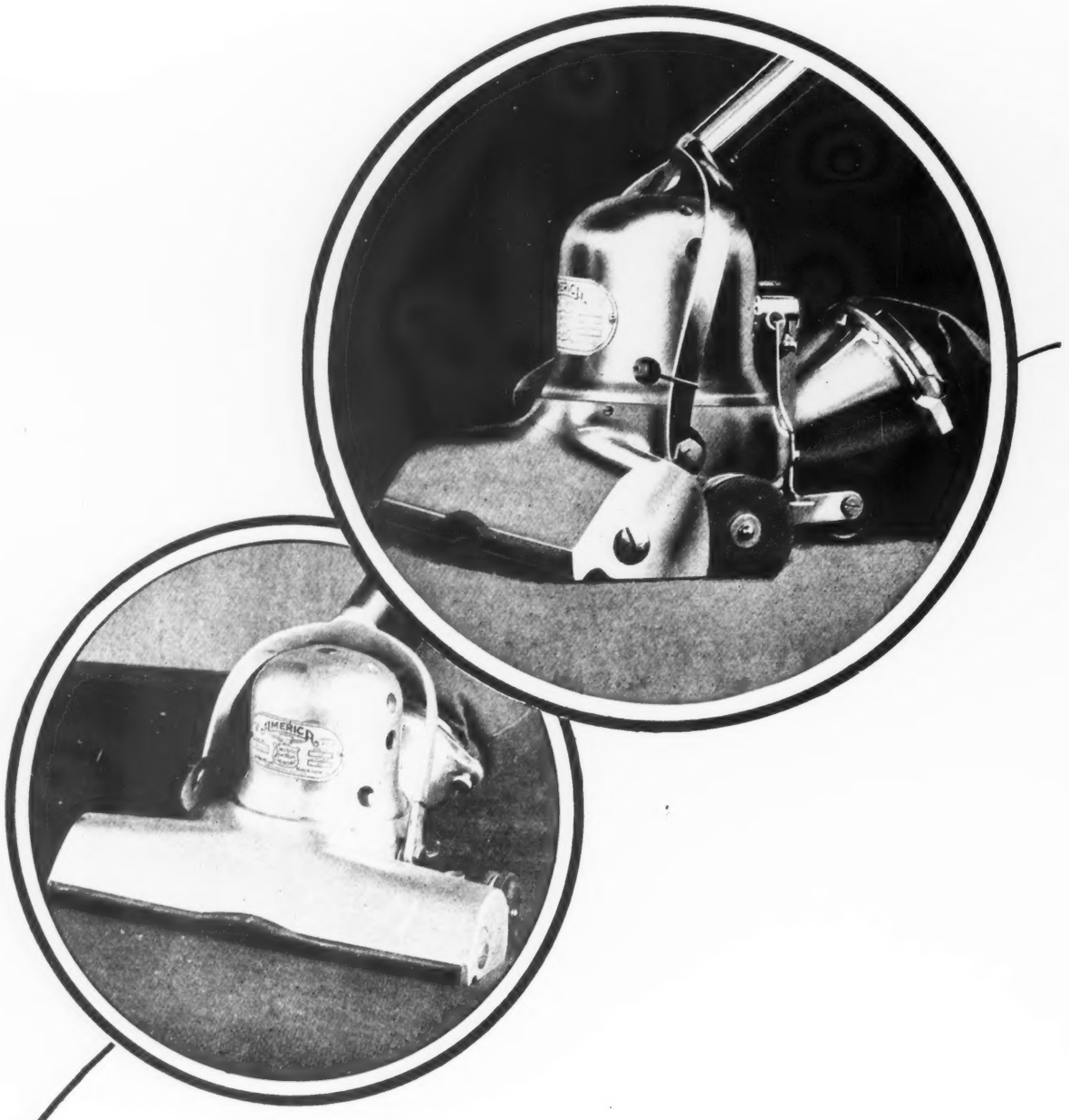
And in the dining-room scene at the left, note the electric tea wagon, with its numerous convenience outlets!

The electric hot-water heater in the bathroom softens the beard, the temper, and the morning rush for the 7:55. Another instance of the ubiquitous power of electricity.

The electric refrigerator keeps everything cold in the Hughes household except the welcome of the hosts.



The electric range, the refrigerator and the dishwasher show the variety of electric utensils in the Hughes household at Riverside, Ill. In fact, one might remark that the variety has quite a range. The carpet seems cleaner and cleaner by application of the vacuum sweeper. Only (interjects our punning photographer, just like this) the carpet hasn't any seams!



AMERICA

Over, Under

The America's Baseboard Dust-tunnels

DUST and dirt that works its way back underneath baseboards, usually presents a difficult cleaning problem. Not so with users of The Good Cleaner, America. The America Baseboard Dust Tunnels (small arches on both sides of the nozzle) draw the dust sideways from underneath the baseboards. You do not have to run the Cleaner close enough to mar the woodwork. America's doubly powerful air suction draws the dirt out. This is another America performance feature that makes quick sales and satisfied customers.

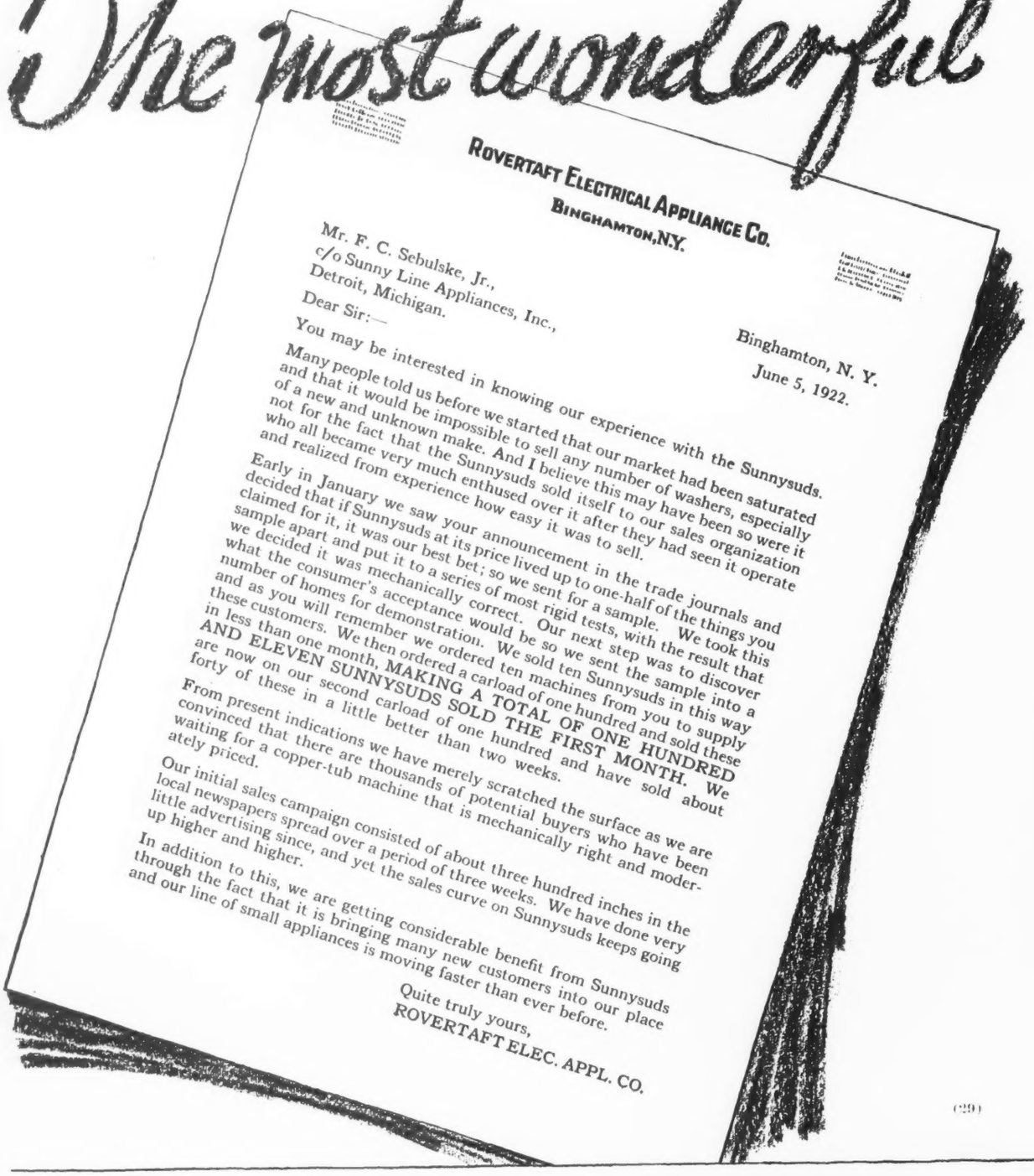
The exclusive features of The Good Cleaner, America—Front Air Arch, Two-way Brush, Double Size Mouth and Baseboard Dust Tunnels—are features planned from the standpoint of the user, who wants easy, fast, thorough cleaning; and from the standpoint of the dealer, who wants a Cleaner that is easy to demonstrate, sells readily and *stays sold*. These characteristics are found only in The Good Cleaner, America. Its reliability and performance result in rapid turnover and increased sales.

Our Co-operative Sales Service is available to any live dealer in a community large enough to support a permanent sales force. The America Agency means—quick sales, rapid turnover, large profits for you and satisfactory performance for your customers. Our Sales Service Men can build a permanent America sales force for you that will *get the business* anywhere. That fact alone warrants you in writing for our proposition. The amount of open territory is limited. Write or wire—TODAY—for complete information.

THE WISE-McCLUNG MANUFACTURING CO.
500 Eighth Street
New Philadelphia, Ohio

CLEANER *and Thru*

The most wonderful



ROVERTAFT ELECTRICAL APPLIANCE CO.
BINGHAMTON, N.Y.

Mr. F. C. Sebulske, Jr.,
c/o Sunny Line Appliances, Inc.,
Detroit, Michigan.

Binghamton, N. Y.
June 5, 1922.

Dear Sir:—

You may be interested in knowing our experience with the Sunnysuds.

Many people told us before we started that our market had been saturated and that it would be impossible to sell any number of washers, especially of a new and unknown make. And I believe this may have been so were it not for the fact that the Sunnysuds sold itself to our sales organization who all became very much enthused over it after they had seen it operate and realized from experience how easy it was to sell.

Early in January we saw your announcement in the trade journals and decided that if Sunnysuds at its price lived up to one-half of the things you claimed for it, it was our best bet; so we sent for a sample. We took this sample apart and put it to a series of most rigid tests, with the result that we decided it was mechanically correct. Our next step was to discover what the consumer's acceptance would be so we sent the sample into a number of homes for demonstration. We sold ten Sunnysuds in this way and as you will remember we ordered ten machines from you to supply these customers. We then ordered a carload of one hundred and sold these in less than one month, **MAKING A TOTAL OF ONE HUNDRED AND ELEVEN SUNNYSUDS SOLD THE FIRST MONTH.** We are now on our second carload of one hundred and have sold about forty of these in a little better than two weeks.

From present indications we have merely scratched the surface as we are convinced that there are thousands of potential buyers who have been waiting for a copper-tub machine that is mechanically right and moderately priced.

Our initial sales campaign consisted of about three hundred inches in the local newspapers spread over a period of three weeks. We have done very little advertising since, and yet the sales curve on Sunnysuds keeps going up higher and higher.

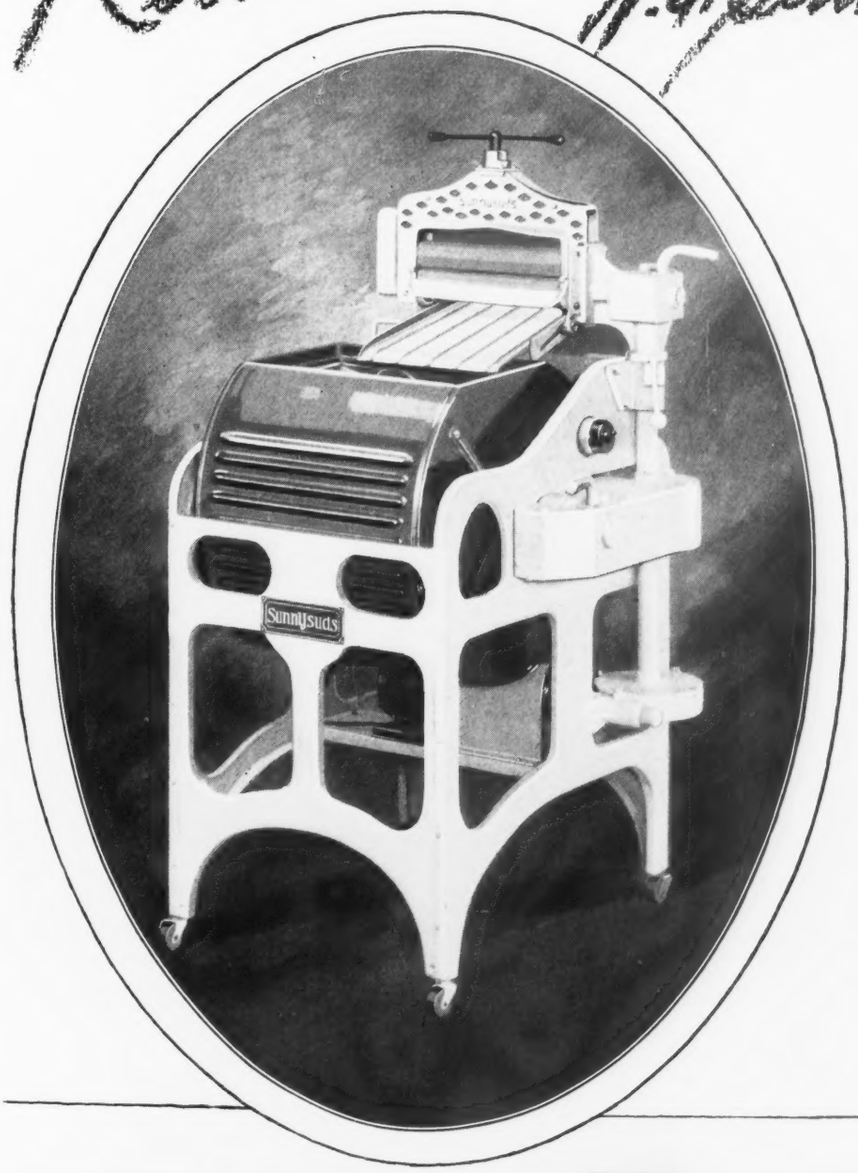
In addition to this, we are getting considerable benefit from Sunnysuds through the fact that it is bringing many new customers into our place and our line of small appliances is moving faster than ever before.

Quite truly yours,
ROVERTAFT ELEC. APPL. CO.

(29)

Sunny

letter I ever received
Read it! *A. C. Schultz Co.*



suds Electric Washer & Wringer

Man's Electrical Servant in New Jobs

From medical laboratory to the beauty parlor electricity is proving itself doctor, cook and valet.

It Transmits His Heart Beats—

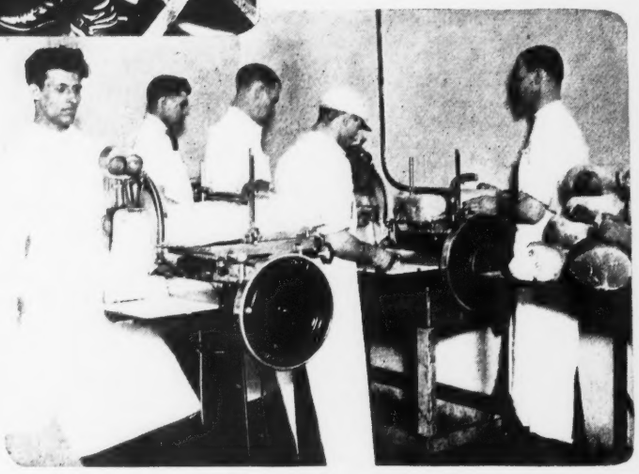
Amplifying apparatus is now so delicate that it can transmit the heart action of a patient to his physician hundreds of miles away, for stethoscopic study. The special heart transmitter, as used in this experiment conducted by the U. S. Army Signal Corps, rests over the patient's heart. The heart beats are transmitted to the amplifying apparatus shown in the lower photograph, which reproduces them to a whole amphitheatre like mighty drumbeats. Thus one can travel hundreds of miles with the assurance that the opinion of one's favorite physician can always be had, if the transmitting apparatus is within reach—even on shipboard in mid-ocean.

It Warns Him on the Road—

Miniature land beacons, winking eighty warnings a minute, now warn the wary motorist of dangerous curves ahead on the nation's highways. These friendly lights are automatic and electrical.

It Polishes His Shoes—

Wonder what would happen if all the bootblacks and shoe-polishing artists of the country were put out of jobs by such "electric chairs" as this; not even the guidance of an attendant is needed, for this coin-operated shoe-polishing machine dusts the shoes off, applies polish, brushes to a bright shine, then rubs with cloths to a satin-like finish, while you sit in the chair and watch.



It Makes His Noontime Sandwiches—

That hurrying city worker who daily rushes to the soda fountain for his light luncheon and a ready-made sandwich, is more privileged than he knows, for he is one of the favored few who daily eat electrically prepared meals! More than a million wax-papered sandwiches are consumed every day in New York City, for example. The picture shows the electrically-operated machines in action.

It Curls His Hair—When He Has Some—

Judging from this photo and some other rumors we've heard lately, we think electrical salesmen are wasting their time in trying to sell electrical beauty aids to women only. Behold here a mere man having his hair electrically marcelled in a Chicago beauty shop. We hear, too, that many have gone in for the permanent wave—because it saves time to buy this aid to beauty every half-year instead of once every week!

And Grows It In—When He Has None!

Even the baldpater has taken heart since electricity got on the job and tackled his own particular problem. Dr. J. H. Parsegan of New York has a device which, he says, will put more hair on any head than Rip Van Winkle had on his chin. After careful scalp treatment, he thrusts fine hairs into the epidermis by means of a fast-working needle, and because of the previous treatment many of the hairs take root and grow.

How to Demonstrate Radio Sets

Letting the Customer "Listen In"—Cautioning Salesmen Against Overstating Possibilities of Apparatus Sold — How to Avoid Technicalities — And Some Suggested Store Arrangements.

By HARRY A. MOUNT

ONE of the large electrical stores in New York disposes of its radio customers with dispatch and profit. Along one wall of the salesroom is built a series of little booths, and in each is set up a representative type of radio apparatus. The sets beginning with inexpensive crystal-detector sets, range from the simpler to the more complicated tube sets, and culminate in a powerful amplifier with a large loud-speaking phone.

Each set is plainly labeled, giving the distance from the sending station it may be expected to be effective, additional parts needed, the cost of each item, and the total cost. Each set is in working condition and is attached to an aerial on the roof of the building, so that a practical demonstration can be given.

Average Customer Does Not Know What He Wants

It is recognized that the average person who comes into the store to buy a radio set has no clear idea of what he wants. He is, therefore, invited to inspect the permanent displays, while a salesman explains the fine points of each set in succession.

"This," says the salesman, "is a crystal detector set. It is good up to thirty-five miles. It is the cheapest kind of set you can buy, but you can listen over it only through head phones. The next set is about like the first, excepting that a small vacuum-tube detector is used in place of the crystal. You will have to have an extra dry cell and a small 'B' battery to operate the tube. You must use head phones, also, on this set, but the receiving range is much greater, or for the same distance the sound will be much clearer than over the crystal set. This one will cost you about twice as much as the crystal set. This next is a regular vacuum-tube detector and amplifier set and requires the use of a storage battery, in addition to this little 'B' battery. You must still use head phones, but the signals on this set are very loud and clear and the range is as great as 300 miles. And this last is the kind of a set we would all like to have. It has additional amplifiers and a loud-speaking phone so that the whole family may enjoy the concerts just as they would a phonograph."

The customer asks a few questions and usually the salesman quickly determines which type of set he is most likely to buy and then concentrates his efforts on the sale of the set. If a broadcasting station is in operation, the prospective customer is invited to listen-in on that particular set, or if the broadcasting station is not in operation and the customer hesitates in ordering, he is invited to come back at an hour when a demonstration can be given.

During the operation of the broadcasting station a loud-speaker is kept in operation so that it can be heard throughout the store. This has never failed to draw a crowd and, on the whole, the system has proved effective in disposing of a great volume of radio equipment.

An interview with the manager of this radio department may prove illuminating. He is a young chap, apparently not over twenty-five, and he has come from the ranks of the wireless amateurs. His firm conducts several retail stores and a number of salesmen are under his command.

"Do you also require a knowledge of wireless on the part of your salesmen?" he was asked.

"On the contrary," he answered. "At least not at first. I find that such knowledge is, more often than not, a handicap. Of all my salesmen, only one has been a wireless amateur, and he is the least successful of the whole lot. The reason is that when a man who knows nothing of wireless asks a question, he wants it answered in his own language. This fellow launches off into a discussion of inductance and capacity, wave-lengths and frequencies. The customer simply throws up his hands and quits. On the other hand, the most successful salesman on our force didn't know a thing about wireless and not much about electricity until he came with us. We conduct a school for our salesmen and they are taught the rudiments of wireless there, but always from the layman's point of view.

"We find that, as a rule, our customers don't care about what's inside the case, or how the set is hooked together. What they do want to know is how far from the broadcasting station they can use it.

As I have said, the system just described has been productive of very large results—so far. But, before you send for the carpenter to install a similar display of store booths, let me show you the other side of the picture. So far it has *not been necessary to "sell"* radio equipment. There has been such a shortage of all kinds of radio material, that the firm which sold most was the firm which had the most to sell, with little regard for quality of the material or salesmanship. But there are many indications that this condition is about at an end.

This Store "Sells!"—Instead of Merely Taking Orders

It must be admitted that the sales scheme just described is ideal as long as one can get along without the brand of persuasive salesmanship that moves most of the world's goods. It facilitates the selection of a piece of apparatus from among a number of possibilities, by eliminating the jumble of goods on counters or in windows so confusing to the uninitiated. It cuts the salesman's task in half and makes order-taking easy. But is it so well adapted to order-getting?

Come now to another store in New York—not an electrical store, but one of high integrity, widely known for its vigorous merchandising policy—which has installed a radio department. This store, while others

have been taking orders for radio apparatus, has been selling it. Selling it, mind you, when they too might have been taking orders. In doing so they have sacrificed a great deal of immediate business. But they have built up a satisfied clientele, and the day is not at hand when they will pass the order-takers in volume of business.

The same idea had been suggested to the manager of this radio department—that is, building a set of booths each containing a type of radio set to facilitate selection. But he rejected it on the theory that radio apparatus ought not be selected, but sold. In every case, he believes, the prospective customer ought to be induced to buy the very best type of apparatus he can afford, and under no conditions should a customer be allowed to select a type of apparatus that probably would not give him satisfactory service.

The manager of this department is himself one of the leading wireless amateurs in this country, and every salesman under him is also a wireless expert. And this, it ought to be noted, is the result of a carefully considered policy.

Selling wireless sets is quite a different merchandising problem than selling ordinary electrical equipment, or non-electrical specialties, like phonographs. Equipment of that nature may be expected to operate under fairly uniform conditions. Thus, an electric washing machine may be expected to give equally good service in New York City or San Antonio, Texas. A phonograph will give equally satisfactory tones in country or city.

Performance of Radio Set Affected by Many Factors

Not so with radio. Not only does the quality of service rendered by a particular piece of apparatus vary with the distance from the broadcasting station, but is influenced equally as much by the topography of the surrounding territory, the immediate surroundings such as trees, buildings, copper roofs, and the like, and finally the size and construction of the antenna and the nature of auxiliary apparatus. It ought to be quite apparent then, that the man who sells radio sets should have a pretty thorough understanding of the technical end of wireless. Not that he should bury every prospective customer under an avalanche of technicalities. He should, rather, avoid technical discussions with lay customers. But he ought always to determine first of all the conditions under which a set will have to work before he recommends a purchase, and he ought to be prepared to lay out for his customer a plan of installation that will most likely give good results.

Of course, it is argued, more likely than not only average conditions will be encountered and the sets will work at the range expected by the manufacturer. That is the theory of the store which allows the customer to select his own set or which aims to sell him anything that appeals to his fancy. That is why most of the purchasers of radio sets are pleased with them, but is the reason also why a great number of potential radio fans have been discouraged in their initial attempts, and for a time at least have decided that radio is not worth any more effort and money.

Aim to Give the Customer a Pleasant Surprise

This second concern, like the first, offers the purchaser a practical demonstration of the machine he wishes to buy, but there is a notable difference in the method of procedure. The first concern has made its electrical arrangements with the idea of getting the best possible results out of the apparatus, so that the customer will be impressed by the demonstration. The second concern always sees to it that the best possible results are *not* shown at the store, in fact, the aim is to demonstrate results a little under those which might be expected when the machine is installed in the home.

In the first case, the purchaser is likely to be distinctly disappointed when his results at home fail to bear out the demonstration he has had. The second purchaser may actually get no better results at home than the first, but he is delighted because he has actually been able to get better results than the expert salesman. This second firm, in fact, consistently understates its case for the very purpose of promoting satisfaction among its customers.

While the writer was in the second store a man came in who contemplated the purchase of a crystal set.

"I live about thirty-five miles from Newark," he told the clerk. "Can I hear the concerts broadcast

Why the Wireless Amateur Needs a Wireman

When the radio bug gets busy the bitee proceeds to get his set working at the first possible second after he gets it home. What if a little battery acid does get on the Persian rug? Suppose the book case does grow bowlegged holding up a load of loud speakers and regenerative tuners and amplifiers? If the outfit works, all is well, in the mind of the newly converted amateur.

Yet when the novelty wears off, the lady of the house is likely to register protest at burned rugs and bent bookcases, and a mess of wires that looks to her like the results of a hard week's work of a gang of giant spiders. And when she reaches the point of insisting on straightening things up, there's a job for a real wireman to drop in and put the whole outfit in order.

from there with a crystal detector set?"

"Perhaps," said the clerk, "and perhaps not. Are any of your neighbors getting these concerts over a crystal set?"

"One man has a set rigged up not far away but the results are not very good. But my house stands higher than his and I think I could do better."

"Perhaps so. Are there many trees around your house?"

"Yes. Lots of them."

"Can you get an aerial up above the trees?"

"I think so."

"Well, my advice is this: go home and make sure you can get up an aerial two hundred feet long above the trees and running in the direction of Newark. If you can, you might get pretty good results out of a crystal set. But I couldn't guarantee it. There are too many other things that might interfere. You would be taking a chance and I would advise buying a set with a tube detector. You would be pretty sure to be satisfied with that."

"But I don't want to put that much money into a set just now."

"Better wait until you can, then. A set that works indifferently is an aggravating thing. I'll sell you a crystal set if you really want it. It is supposed to work up to thirty-five miles. I know a man who is working a crystal set at 65 miles from Newark, but I know another who failed to get anything at twenty miles. You might do better than your neighbor, but my advice is to get a set you are reasonably sure will work."

Confidence Always Induces "Comeback" Sales

"Well," said the man, "I had made up my mind to buy a crystal detector set, but I guess I'll wait a while."

If the same man had gone to the first store, there is little doubt that in the same time he would have walked out with a set under his arm. The sales manager for the second concern, who stood at my elbow while this conversation took place, was satisfied with the brand of salesmanship displayed.

"You know," he said, "that we could cheat half the people who come in here after radio sets. That's the trouble with this business. It's too easy to cheat people, and a lot of dealers are doing it. But that sort of thing has been carried just one step too far and the public is getting wise. It is true that the average man doesn't know what is inside the box he buys—when he buys it—but he does care when he gets the thing home and it won't work. This house counts its business integrity a very precious thing and we would rather lose a few sales of radio sets than lose that possession.

"Furthermore, we intend to stay in the radio business. We intend that this department shall be permanent and we want our customers to come back here for additional parts and supplies. To that end we handle only goods of recognized value and we have sacrificed a lot of sales on that issue, too, because that kind of goods has been hard to get. But that situation is easing up somewhat. That policy is working out to our benefit for already the public is beginning to know value in radio supplies. People who, a few months ago, knew hardly anything about wireless, come in demanding certain makes of head phones, and certain other makes of condensers. We have no trouble at all in getting $15 a pair for a certain make of head phone, but I don't believe we could sell at all certain other head phones which bear no trade mark.

Complicated instructions for erecting sets ought never to be given to a customer verbally. Usually wiring diagrams accompany the sets and the customer may be depended on to follow these. If instructions seem especially necessary or desirable, they ought to be put in the form of a letter, accompanied by necessary sketches.

The attention of the customer who buys a set ought finally to be drawn to two or three pieces of auxiliary apparatus by means of which he can increase the efficiency of his set. Just as the phonograph industry derives a great part of its revenue from the sale of records, so a permanent radio industry will live largely by the sale of parts and appliances. The customer who comes back for more after his initial purchase of a set displays a healthy interest in radio that should be encouraged.

Demonstrating a radio set isn't just a simple matter of "do this" or "don't do that." On that particular feature of the sale depends a great deal whether the customer buys what he really needs, and is satisfied with his purchase. His whole future interest in radio may hinge on that initial impression.

It is almost as dangerous, it seems to the writer, to understate, as to over-state the case of radio to the prospect. But care ought to be taken to make it very clear that the results are never the same under any two sets of conditions, and to urge that the store which sells the set is vitally interested in the results it gives.

The radio salesman must sell not only sets. He must sell service and satisfaction. Every demonstration must be built around this important fact.

"Electrical Merchandising's" New Book

"How to Retail Radio"

RADIO is rapidly passing into the status of a specialty requiring aggressive, thoughtful selling. In some sections this period has already arrived, following on the heels of the radio boom of the spring. But in any locality the coming of the time when radio customers will no longer clamor for sets, but the dealer will instead have to go out and go after business, is merely a matter of a few months. And the big market for radio will be tapped only by such intensive selling work.

To help you make your plans for careful, scientific selling of radio, the editors of *Electrical Merchandising* have compiled this book, "How to Retail Radio," based upon the most successful dealer experience obtainable. Part of one of the seventeen big chapters is reproduced on these pages. Other chapters treat of the selection of stock, store equipment, store location, training of salesmen, radio advertising, installation and servicing, accounting, overhead, turnover and profits.

"How to Retail Radio" Out August First

Our Original Crusader for Co-operation, J. Robert Crouse

The Story of His Struggle for an Idea—How His Vision and His Inspiration Brought Us Ultimately to Our Present Plans

By EARL E. WHITEHORNE

TEN YEARS ago there was hardly a man in the electrical industry whose head stuck up above the ground who did not know J. Robert Crouse or know about him. From 1904 to 1915 he was perhaps the most conspicuous personality among electrical men. For Crouse was playing John the Baptist to a great idea. And he carried his gospel to every city and to every meeting of electrical men with such appeal and such persistence and enthusiasm for so many years that all were talking of it. Then with the job well done, he retired to his big farm in Michigan and has dropped out of all active work in the electrical industry except to those of us who knew him and can never forget. He still thinks the electrical business matchless both in its practical and imaginative appeal and feels that once an electrical man—always an electrical man. His contact with the board of the Society for Electrical Development several times a year is a great delight. But the work of J. Robert rides on, his dream is crystallizing into realization and gaining more power each year and it is well that the story should be told again right now.

J. Robert Crouse

The man who played John the Baptist to the great idea of co-operative development in the electrical industry. He carried his gospel for ten years to every city and every meeting of electrical men until he saw his dream crystallized into an accepted policy of the industry. Then he retired to his farm.

J. Robert Crouse was born in 1874 in Hartland, Michigan. When he was graduated from the University of Michigan in 1897, he joined his father, J. B. Crouse, and H. A. Tremaine in the lamp business. They were operating the Crouse-Tremaine Carbon Company, the Fostoria Incandescent Lamp Company, the Fostoria Glass Specialty Company and the Seneca Banking Company, out in Ohio. Young Crouse went right out on the road selling lamps and spent two years calling on electric light companies and contractors. Then he was vice-president of the Fostoria Incandescent Lamp Company. And then the elder Crouse, the Tremaines and F. S. Terry founded the National Lamp Association and brought out the license label and J. Robert took on the job of advertising the old slogan—"*Look for the license label on the stem*" and developing co-operation in the organization.

Beyond the Lamp

The Lamp Association had put an end to all destructive competition among this group of lamp manufacturers. It left a great opportunity for creative energy. J. Robert set to work to study the organization and the market problem. And the more he studied, the more he realized that this industry of ours had been organized all back of the lamp. Generating stations, manufacturers and jobbers of equipment, and contractors were all tied into a general system designed to wire houses and provide them with service. But beyond the lamp nothing was organized and there was no plan. Yet as far as reaching the public with the great message of electricity and influencing them was concerned, the man behind the lamp is hogtied. He has no story to tell. For it is only in the lamp itself and the other uses of electricity that came after and beyond the lamp that the service and the benefit becomes manifest to the people and is interpreted to them in terms of comfort, convenience, labor-saving and luxury. And there is the edge of the wedge. Seven dollars worth of lamps will set up a contact and start an appetite that will ultimately sell $250 worth of additional appliances and convenience outlets and energy for years.

Well, in 1904 Crouse induced the Lamp Association to spend $10,000 in

Crouse and his herd of twenty-six pure-bred Holstein cows (which are all milked electrically) on the old homestead farm that Mr. Crouse's grandfather took up from the government in 1842. Electricity makes the farm worth more to this fourth generation than ever before—for the Crouse children of today enjoy advantages and opportunities that were not even thinkable in the forties.

co-operative selling work with the lighting companies. His experience with this campaign convinced him that he was on the right track and he devoted the next three years, 1905, 1906 and 1907, to advancing interest in the broad conception of co-operative market development in the electrical business, as a trade and economic issue. He presented definite plans to practically all the electrical associations and societies and spent $60,000 for co-operative business promotion and succeeded in underwriting the program to the extent of $100,000.

The Denver Meeting

I remember well the coming of Crouse to Denver in 1905. I had arrived to attend the National Electric Light Association convention the day before the special trains came in. I met some friends on the train from the East and J. Robert was with them and the whole train was talking about him and the red covered book that he brought with him on which was printed as a title *"$9,000,000!"* It outlined in detail his dream of what the electrical industry could do by co-operation. And it should be remembered that at this convention, *for the first time* a whole morning meeting was set apart for the consideration of *commercial subjects*. It was into this archaic commercial atmosphere that J. Robert Crouse cast his bomb. He carried the Denver meeting by storm, just as he won men to his plan wherever he went, because of the practical ideal that was behind it. But just at the time when everything was set to go, the panic of 1907 hit us and J. Robert due to overwork suffered a nervous breakdown and was ill and away for a full year.

The first period of commercial development in the electrical industry probably can be set down as 1885, when the National Electric Light Association was organized. The second period was inspired and expressed by the Crusade of Crouse. We are today knee-deep in the third period of commercial development and it is because it is so largely the direct outgrowth of the work of Crouse fifteen years ago that his story is so interesting.

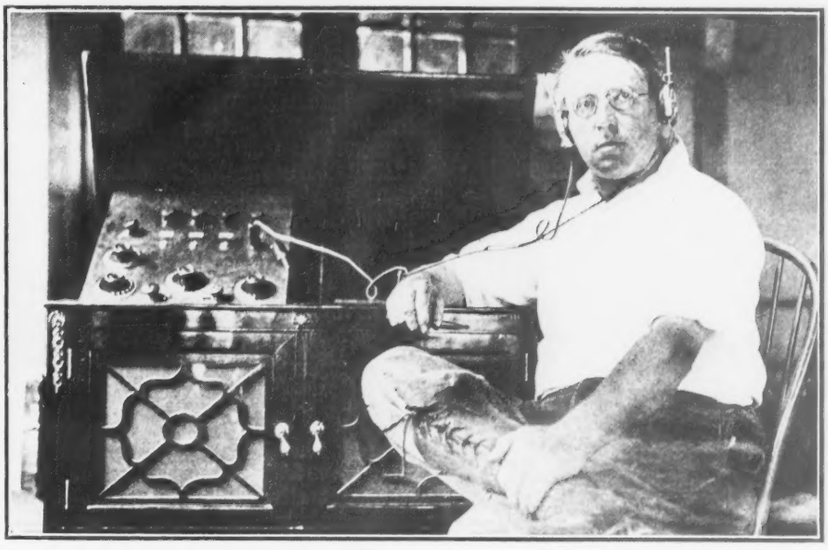
At the bottom of his conception, you see, were some definite fundamental principles.

"Business," he said, "has passed consecutively through the periods of individualism, co-partnership, corporations, consolidations, syndicates and associations. This rapid transformation in method has been based upon, and is in proportion to, the recognition of broader grounds of common interest and opportunities for service. Each advance has been in effect a refinement of the co-operative principle. The field of manufacture or production has offered the widest play for enormous gains in the efficiency of production through specialization, co-ordination and co-operation. Selling and distribution, on the other hand, have not made any comparable gains in efficiency, although refinement and complexity of organization have been steaidly progressing. All this massing and complexity of selling force in the distributing field has incited competitive neutralizing resistance, so that progress as a whole has been made at a maximum expenditure of money and effort, tending to increase from year to year.

"Production has been subject to the advantage of the economic law of increasing returns, while distribution has been rather subject to the limitations of the economic law of diminishing returns.

"This community of interest seems clear when one considers that upon the increased sale and use of the electrical devices in which the public either are or can be interested depends first, the success of the central station and the contractors, and second, that of the jobber and manufacturer. The market for us all, therefore, whether reached directly or through and against one another, is, in the end, this great money-spending public, preoccupied, incredulous and indifferent to the advantages of electrical service, so apparent to ourselves.

"This question, then, of popularizing and educating the public to the freest possible use of electricity for light,



Mr. Crouse writes: "I have now working nicely a very fine radio set and only this afternoon heard a gentleman in Detroit telling me the score and the main features of the game between Detroit and Philadelphia before the crowd could have left the field. What a service it is after a half day of health-giving manual labor about the farm, to sit comfortably in my chair overlooking the lake and a beautiful countryside and hear fresh from the busy world news of all the most important doings. My country place is eight miles from a railroad and our bungalow is in the wood yet for all practical purposes I have been all over the world. 'Spirit of Electricity, what God hath wrought,' is a thought that has come to me many times for years back as a vent to my emotions of wonder and thanks for the blessings our science and art have brought to the world, as well as the promise of inconceivable future developments, of which the radio is an outstanding prophecy."

heat, power and all other service is a vital, existing community of interests to us all, whether we manufacture, job, construct, or sell current. We are, in fact, joint sellers of the final service. We owe it to ourselves and to one another, for the purest of commercial reasons, to drive on by the most effective methods for the expansion of the market, common in this degree to us all."

Groups and Classes

But Crouse went further than this. He was not content to rest with the expression of a principle. He delved deep into the problem of the industry itself and out of it came a firm conviction that a neutral service agency must be set up to carry out any such program of co-operative business development for the different classes of electrical men. For we have in the industry four groups,—manufacturers, jobbers, central station and contractor-dealers. Each of these four groups is organized in an association. But these are class associations, concerning themselves with their natural class interests and purposes and each guided by its own class thinking. Also, being an association of large membership, it can meet in a body only at rare intervals and must work by committees. And committees at best are discussional bodies that develop information and establish policies but rarely have an adequate staff or the power to put these policies into sustained operation.

Moreover, were it possible to enlist these four associations of electrical men, grouped by classes in a co-operative movement to advance their common interest and ideals and purposes, it would not be humanly possible to co-ordinate them into a common program for commercial development. The paid staffs of associations are made up of men possessing the natural and normal degree of self interest and ambition, and it is inevitable that each executive manager or secretary should eagerly strive to advance the influence and interest of his own association and its importance in the field. To ask four group-associations, such as ours, therefore, to embark on a great nation wide campaign for business promotion and themselves do the work with each balanced against the others in just proportion to the function of its class in the industry, is to expect the impossible. It would not form a working organization; contention would arise as sure as God made little apples, and the machine would pull itself apart. Likewise it would be equally impossible for any one of these class associations to take upon itself the direction of such a movement for all four groups. They might agree to it in principle and in advance, but if the central station group should try to run the whole show, or the manufacturer alone, or the jobbers or the contractor-dealers and tell the other three classes what to do and begin to spend their money for them, jealousy would arise and cross-purposes and the plan would fetch upon some selfish rock, a wreck. One man can drive four horses very handily, but four men cannot drive one horse and get anywhere.

Crouse and one of his two little Delco plants. For he has one set on the farm and another in the bungalow on the lake. All the work is done electrically today on the old place—washing, ironing, sweeping and every job that a power driven machine can perform to relieve human labor and add to the joy of living.

After the Panic

So Crouse had as the foundation of his plan the establishment of a neutral agency, to serve the electrical industry, governed and employed co-operatively by the four class groups of the electrical industry. When he regained his health in 1908, the panic had blown over and he went back to work again, literally barnstorming the country. Into every state and every city he went, to every convention and meeting where the message could be carried and a new seed planted. In the meantime, he had been able to put many of his ideas into active application through the campaign of the Lamp Association. Under this impulse, many national campaigns of advertising were started. The National Electric Light Association commercial section was organized. Electrical Leagues were set up in some fifty cities. A large number of co-operative electrical pages were established in city newspapers. And in many other ways the stimuating influence of his work was evidenced.

Finally early in the summer came the "Island" meeting of 1913. With $200,000 pledged to the project, to which he personally contributed $10,000, a meeting of the industry was called at "Camp Co-operation" on Association Island. There gathered there at the call of Mr. Crouse probably the most distinguished company of electrical men that ever came together for the discussion of commercial problems. They were prominent central-station executives and leading manufacturers, jobbers and contractor-dealers, the picked men of the industry and outside distinguished gentlemen and picked for their commercial vision and their proven leadership. Out of this gathering was born the Society for Electrical Development.

There is a lake on "Walden Woods," the Crouse farm—and J. Robert paddles his own canoe there just as he used to in the electrical industry. A searchlight illuminates the bathing rafts at night and all the cement bridges are wired with rustic fixtures made out of their own woods. All wires are run underground so that storms do no harm.

The Society for Electrical Development

For the meeting definitely crystallized purposes and plans for the great co-operative business development campaign so long and so courageously fostered by J. Robert Crouse. And shortly after the Society was formally incorporated to act as a "power house" for the industry, a "generating station" manned by a staff of trained publicity and sales promotion experts, working not in the interests of any one class-group but sustained and supported co-operatively by all four classes, and therefore, taking orders from all and doing the work of all. It was to be an active service agency conveniently located in the center of the four groups to work for their common interests and carry out their common program to teach the people to "do it electrically."

Of course, we know what happened. The Kaiser marched his army into Belgium and all other problems had to be laid aside. J. Robert retired in 1915 and began to devote himself to the complete electrical equipment of a model farm, Waldenwoods, in Hart-

land, Michigan. Incidentally, being a man of intense activity, he set himself also to producing the best possible milk and cream on this farm of his, and then to manufacture the best possible ice cream from it, until today he has become the "ice cream king" of Detroit and Cleveland. But this is all by way of an avocation, for his heart is still with the electrical industry and he has continued as a director in the Society, because the board would not consent to his dropping out. The child still needs its father.

Crouse the Man

Crouse is a man of most appealing and engaging personality. He is big-hearted and wholesouled, quick and positive in thought, speech and action, with an enthusiasm that is contagious. He is a powerful speaker, who has carried many a meeting by storm in the course of his crusading for co-operation among electrical men. He has an indomitable will, unflagging courage, a vast capacity for work and a tenacity of purpose that has almost been the death of him. Three times he broke down physically while in this work, but three times he came back again and went ahead. And he is as strongly convinced today as he was on "the Island" in 1916, that the plan is right and that the Society is absolutely vital to its operation. I fail to see how any man who has studied this thing deeply can disagree with him.

Third Commercial Expansion Period in the Electrical Industry

As I said, we are now in our third period of commercial expansion in the electrical industry. The war and the bad times have passed and gone and a new era of prosperity is unfolding. The Society, reorganized and expanded with Bill Goodwin at its head stands ready to do its work for the men of the industry, in accordance with Crouse's plan. It has a board of directors as representative of the best minds of each group as could be selected, with W. W. Freeman president, and C. L. Edgar chairman of the executive committee. At the initiative of the National Electric Light Association a joint committee for business development has been formed to guide the industry in formulating policies for a great campaign that is to unite all the classes in a common program of commercial expansion. The Society for Electrical Development is to function as the working staff to do the statistical work, produce the literature, and conduct the field activities.

Task and Opportunity

This is its function as J. Robert Crouse has seen it every since 1906 or earlier. It will be serving all classes of electrical men in the promotion of one common purpose. In 1913, he said:

"We have disclosed in this co-operative movement the thread of an existing but unrecognized principle of common commercial interests running throughout the entire electrical business, which, with increasing interest and co-operation already manifest, can be woven by us all into a commercial cable of a strength and efficiency not hitherto attained or attainable.

"The task, as it has been mapped out, is too large for any one or group of us to undertake. It can only be accomplished through multiplying our effective commercial power through co-operation. Its success, therefore, is contingent upon its making a successful appeal to large numbers in all branches of the business, so that they will be willing to share equally in the work and proportionately in the results."

Now for a United Effort!

The achievements of this development campaign will come as a measure of the degree to which the several group associations and the distinct classes of electrical men they represent are willing to support the joint committee and the Society in the carrying out of the program. And no matter how great the success of this united effort may ultimately be, men who have known him and can remember back through the years of his impelling work will ever give a large share of the credit for it all to J. Robert Crouse the man whose vision was its inspiration and whose confidence was its life through long years of delay and disappointment.

A Plan for Re-Financing the Contractor-Dealer

(*Continued from page 76*)

tor-dealers *can be refinanced locally* because I have the proof.

There is a town in southern New Jersey which had less than four years ago *five or six electrical contractors.*

The *struggling* kind, the *unhappy* kind, the kind we all *try to uplift*, the slow-pay kind.

The salesmen reported them all hopeless. So they were, all except *one.*

This *one* had a different point of view. He had *formerly* worked for the local *lighting company*, and he analyzed himself and his *business* and decided what he needed was *money.*

He went to the local J. P. Morgan and *he sold him*—he sold him the *electrical industry*—he sold him *electrical devices for his own home*—and he sold him the local electrical *money making possibilities.*

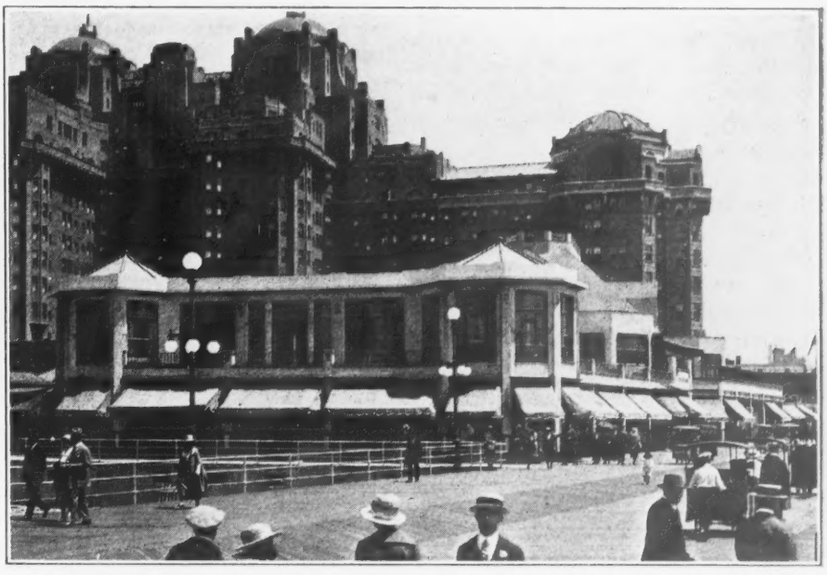
He got the money he needed—and he has built a real *business* that has paid *dividends.*

The local financier is *satisfied* because he gets a *good return on his investment*—and his money has helped build the town—by building a *real electrical business.*

To do this big merchandising job *nationally*, there are 2,500 businesses that need on an average *$10,000 each* of *additional* capital.

Gentlemen, that totals *$25,000,000.*

"Electrical Home" Exhibits at Atlantic City This Fall



A permanent electrical appliance exhibit on the Boardwalk at Atlantic City, N. J., is being prepared by the National Exhibitors, Inc., of which Benj. S. Crosby is president. Twenty million people visit Atlantic City each year and this entire number, it is believed, pass the location shown in the picture, where, alongside the Traymore Hotel, the new permanent electrical home appliance show will have altogether 5,000 sq.ft. of space—1,500 sq.ft. being in a first-floor salesroom from which steps lead to the big second-story exhibit hall.

On the Million Dollar Pier, during August and part of September, a complete electrical bungalow is to be exhibited. This $10,000 model home will be erected on the pier decking, and equipped completely with electrical appliances, announces A. Conrad Ekholm, manager of the National Advertisers' Exposition, under whose auspices the "bungalow electric" will be put up.

Red Whiskers Boom Appliance Sales During Sacramento's "Forty-Niner" Celebration

SACRAMENTO APPLIANCE CO INC.
NEW FANGLED INVENSIONS FOR SCRUBIN CLOTHES BEATIN CARPETS COOKIN COFFEE
NEW FANGLED INVENSIONS FOR FRYIN BACON AND BAKIN BEANS SACTO APP. COMPY

The members of the Sacramento Appliance Company's force entered into the spirit of the affair in true Western style. Whiskers, boots, six-shooters and flannel shirts were their daily costumes, and the way they rounded up orders gave basis for the gossip that six-shooters were used as sales arguments. The company assures us, however, that this was not found necessary, that people entered into the spirit of the affair and bought because they were feeling good-natured and liberal.

By FRANK B. RAE, JR.

IT HAPPENS everywhere. The town booster has a particularly violent brain-throb, from which he evolves the idea of a civic celebration. Maybe it is Old Home Week, or the quasi-centennial of the founding of Cuckoo County; whatever the occasion, you, as a prideful leading citizen, are expected to kick in a few extra yen to the committee on finance and arrangements, and later you are expected to drape flags over your door, install an appropriate window trim, and have an advertising float in the parade. All of which makes you more or less tired.

Store Fronts Were Remodeled During Celebration

Yet celebrations like this can be turned to real profit, as the following facts attest:

Out in Sacramento, California, someone acquired the notion that a huge celebration based on the old gold-digging days of '49 would be a good thing. Dates were set, May 23 to 28, a program was arranged, and everybody got busy. The city council put a laugh into the affair by passing an ordinance forbidding anyone to shave after March 1st, the idea being to re-establish by statute the '49 style of wearing full beards. Store fronts were remodeled with slab-sides to imitate log effects. Parades and various competitions were organized. The net result was an influx of over 200,000 visitors, and the town got publicity in every paper in the land, and as far away as Paris and London.

An Unusual Whisker Harvest

A feature of the celebration was the Whiskerino Club—a result of the council's anti-shaving ordinance—for which they imported an old gheezer with alfalfa seventeen feet long to act as president and another with a mere eleven feet of chin-spinach as secretary. Altogether there were about 10,000 sets of hirsute shrubbery raised and worn by the town's business men, city officials, clerks, laborers, chauffeurs, bolsheviks and billy goats. Even the barbers raised beards!

It remained for the Sacramento Appliance Company to really cash in on the whiskers. When the alfalfa entaglements were getting good and thick, this progressive concern announced in large type that it would give away an electric cleaner to the man who exhibited the most lurid and luxurious growth of red whiskers in the civic parade.

Appliance Selling with a Wild-West Background

The result was a riot of red. Pink whiskers, auburn whiskers, carmine whiskers, russet whiskers, rose whiskers, ruby whiskers, cerise whiskers, vermillion whiskers, henna whiskers, sorrel whiskers and plain red whiskers of shades varying from delicate flesh color to the blinding vividness of a paint factory explosion—all were aligned and exhibited in competition for the prize. The winner resembled a three-alarm fire.

The pictures tell the best part of this story, because they show how thoroughly the affair of the Forty-Niners was utilized in selling electrical merchandise. The spirit of co-operation here evidenced is proof that when such a celebration is staged, the merchant who goes into it 100% has the best chance to come out winner.

Watch for This "Home Electric" Movie Film!

So kindly has the public taken to the Home Electric idea that even the movies are paying the tribute of their attention. A "Home Electric" film is now in process of production, and when it is completed it will be available for exhibition in any community in the country, under the auspices of local electrical and real estate interests.

The film is a five-reel, dramatic picture, and is being made by the Atlas Educational Film Company, Oak Park, Ill. Into it will be woven the story of the actual construction of a house, from beginning to end, including a complete and model wiring installation and a complete equipment of electrical labor-saving appliances.

Having submitted the idea to real estate boards throughout the country and being promised their full co-operation, the film company plans to put at least ten copies of the picture in circulation simultaneously.

Plans for a six-room Colonial house have already been made, and construction starts in August—the film being made while the house is built.

Are You Planning a Home Electric?

Here are some more ideas that made other campaigns successful

New Orleans Will Have Its First "Home Electric" in October

The New Orleans Electrical League, at a meeting held in June, formulated plans based upon a report of the League's executive committee, to hold a "Home Electric" exhibition in New Orleans in October. Robert Riley, recently elected president of the league, appointed the following committee which will have supervision of the work: M. J. Elgutter, chairman, 326 Camp street; Samuel Barnes, Joseph Mann, and R. A. Mackenroth. Among the speakers were W. A. Clement, commercial agent of the New Orleans Railway and Light Company, who recently attended the National Electric Light Association's convention at Atlantic City, as a delegate, and Samuel Barnes who gave a resume of the electric trade conditions in New Orleans. Mr. Mann was elected chairman of the entertainment committee of the next meeting of the League. The June meeting was held at Patio Royal, in the Vieux Carre of New Orleans.

Less Than Four Cents a Visitor!

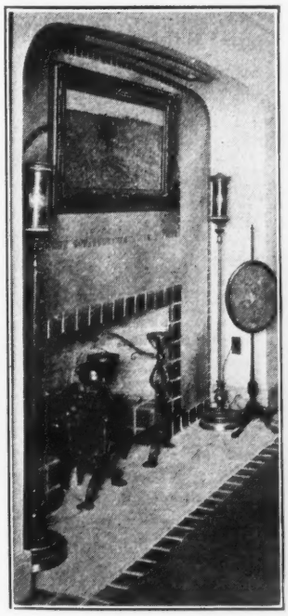
In computing the cost of its first Home Electric, the Electrical Co-operative Association of Quebec, Canada, found that, since 10,500 persons had visited the home, the total cost for each visitor came to only 3¾ cents! This included the cost of distributing a large number of pamphlets. Having had the experience of presenting one home, the Association expects to reduce considerably the cost of the several other homes which it is planning for this year.

The next Home will be opened in September in the Notre Dame de Grace district of Montreal. A special house is already being built for the purpose by a local construction company. As a special feature, it is planned to have displayed the first complete electrified suite of dining and bedroom furniture manufactured in Canada—with the cooperation of Gibbard & Company, furniture manufacturers of Napanee, Ont.

Outdoor Wiring Conveniences in Provo

To show how electric tea things can be used outdoors, and how novel garden lighting effects can be made possible, the attention of visitors to the Provo Home Electric, Utah, was called to the convenience outlet on the outside of the front porch. Another novel wiring feature was the installation of burglar lights on the four corners of the house, operated by switches from either the front door or bed room, by a system of two-point control.

Corners That Caught the Visitor's Eye, in Two Recent Electric Homes



Visitors to the Home Electric of Detroit dreamed dreams of a fireplace like this in their own homes with the dim light of the torcheres and the mysterious lighting (from the ceiling) of the oil painting adding to the charm of tumbling flames in the grate—or of an illusive electric fire.

The radio set in this room made the library one of the most popular corners of Milwaukee's Home Electric. Here concerts and radio programmes were given daily, and hundreds of Milwaukeeans learned how easily such entertainment could be made available in their own homes. In fact, the radio set became such an attraction that it finally had to be moved down to the basement, to accommodate larger audiences. Note the pleasant, shaded reading lamp on the desk, and the electric cigar lighter on the table. Milwaukee's home had 15,500 visitors.

If You Want Newspaper Publicity—Give the Reporters Something to Write About!

Newspaper editors have a peculiar idea about news value. For example, no matter how complete and how wonderful your Home Electric may be—if it is exhibited baldly as a business-getting scheme on the part of real estate and electrical men, the editor won't even use the "write-ups" you trustingly send in. But stage with it some little events that will interest the general public even aside from the Home Electric, and you have the secret.

That is what they did in Hamilton, Ontario. They let the editors know that at the opening ceremonies, no less a personage than the mayor was to unlock the door of the Home with a golden key; that various other local celebrities would be on hand; and that the crowds were expected to be so great that a squad of police was to be sent to handle them! All of which, from the editor's standpoint, was "something to write about," and worth sending reporters to see. And as a result the Home received plenty of that kind of editorial publicity which is even more valuable than paid advertising.

In the two weeks in May that Hamilton's Home was open, it was visited by just 20,000 persons. It was exhibited under the auspices of the Hamilton Electrical Development League and the Hamilton section of the National Association of Electrical Contractors and Dealers. As far back as November, the publicity and advertising work began, the cumulative results of which showed in the attendance. Summarized, the features of this publicity campaign were:

Starting of an electrical section in the newspapers.

Newspaper essay contests for schoolchildren, in winter months.

"Teaser" copy about the Home, starting March 15.

Regular Home Electric advertising, starting May 1.

Distribution of strips for pasting on windshields of electrical dealers' automobiles and trucks.

Distribution of window cards to electrical dealers.

Placarding of telephone poles near the Home with gigantic hands and fingers pointing the way.

Showing of movie slides in all theatres for one week preceding, and all during, the exhibition.

Home Electric danglers hung from street cars.

Street cars passing the Home carried posters reading "Take this car to the Electric Home."

Electric Home folders were mailed to various official and other organizations, including women's clubs, together with printed invitations.

Illuminated signs were placed on the property from the beginning of the actual construction work.

In all advertising, the same distinctive coloring was used—yellow and black.

London's Ideal Home Exhibit Features American Labor-Savers

"An American invasion of England" might have been an American's first impression on a visit to the "Ideal Home Exhibit" staged during the Spring at Olympia, London, under the auspices of the London *Daily Mail*. American electric washing machines, vacuum cleaners, table appliances, lamps—one met them like old friends in the large and important labor-saving section of the exhibit.

It was frankly a labor-saving exhibit this year—this Ideal Home Exhibit, which has been an annual event in London since 1908, when the first one was opened. England is just beginning to feel the servant shortage which was already worrying American housewives twenty years ago. The consequent increased interest in labor-saving equipment was reflected at the exhibit. Indeed, in the competition for a model "labor-saving house," the rules were expressly designed "to inspire the competitors to adopt the latest labor-saving methods which are in common practice in the United States and Canada."

Now Sweden Is To Have a Model Farm Electric!

Swedish government departments devoted to agricultural interests are planning the establishment of a model electric farm, the purpose of which is to conduct experiments in the use of electrical farm machinery that farmers may learn the best methods of economically using this equipment. In view of the fact that more than one-third of agricultural Sweden is now electrified, farmers are keenly interested in machinery for electric motive power. The government farm, consequently, will be extremely busy teaching farmers the elements of electric science, that they may be prepared to supplant the work of man and beast with electric current. It will be equipped with plows, harrows, seeders, harvesters, threshing machines, motors of various sizes and for various purposes. Milking machines, separators, churns, and other dairy equipment is to be electrified; while the work of the household will also be considered.

Three Reasons Why Milwaukee's Home Electric Had 15,000 Visitors

One of the best newspaper advertising campaigns that any Home Electric has had, in large part, accounted for the 15,500 attendance at Milwaukee's recent Home Electric. Quarter page advertisements appearing daily, before and during the exhibition, consistently featured one attraction at a time, so that no publicity values were lost in a mass of details. For example, one ad explained the object and convenience of the wired furniture exhibited at the Home. Another featured the radio concerts held every evening. Another told how one could learn all about the preparation of an electrical breakfast at the Home. The series was paid for by the Electrical Development Association of Wisconsin, which sponsored the project.

Electrical Merchandising
The Monthly Magazine of the Electrical Trade

believes that:

THE electrical business, in order to secure successful men, must offer prosperity in generous measure by paying salaries and offering participation in profits sufficient to attract men of brains and ability, in open competition with other lines of business.

ELECTRICAL men of all branches of the industry should invest a portion of their savings in electrical business enterprises.

THE local electrical family in every community should organize and harmonize its interests, purposes and policies so that the public will see electrical men agreeing on principles and working together in friendly co-operation.

(For a complete statement of "Electrical Merchandising's" platform for the electrical industry, see February, 1922, pages 52 and 53.)

The Most Important Merchandise

THE most important item any retailer has in stock is the personality of his business. Let him "sell" the public the idea that his is a safe and satisfactory place to trade, and the flow of voluntary customers will bring prosperity.

We in the electrical trade are sometimes too greatly concerned with selling and not sufficiently skilled in serving. We are openly hungry for the public's money, instead of striving with sufficient skill and persistence to make the public hungry for our merchandise. Therefore we see folk pass our stores to buy their flashlights from the druggist, and their flatirons from the hardwareman; and they do so not because these storekeepers advertise more persuasively or price the merchandise more attractively, but simply because the old-line merchant is known to conduct his establishment on a service basis which the public is accustomed to and approves.

Light the Dark Places in the Home Electric

BECAUSE houses have always had dark corners, even the most efficient of efficiency housewives usually takes it for granted that there always will be corners in her home where one must expect to grope for that jar of preserves, or basket of apples, or even a wrap. Even if she does have light put into those places, often it's only a small lamp which is even more annoying because it gives only a pretense of light.

Basements, closets, fruit rooms, store rooms, attics, halls and stairways should all have light, and lots of it. They may be little used, but when one does use them, one is apt to be in a hurry, with no time to waste. Besides, statistics prove (or if they don't, they should) that more of the minor domestic tragedies occur in these few places than in all other parts of the house—tumbling downstairs, for instance, or smashing a jar of home-made preserves, or catching one's clothes on a nail, or getting one's fingers dusty and smelly, or losing one's temper.

Electric light is the first light the human race has ever had which could be brought easily and safely to the darkest corner, and make "the house without dark corners" a reality.

"Good Health Week" Is Coming—Electrical Men, Attention!

OCTOBER 23 to 30 of this year will be national "Good Health Week," when health departments and physicians all over the country—to say nothing of life insurance companies and manufacturers of "health" products—will unite in a drive on the sick and sickly among us. Already many electrical manufacturers are pressing advertising campaigns which are expected to reach their climax at the time of this campaign.

That week was selected because it is said to be the healthiest week in the year. After that, cold weather sets in, which means closed doors and windows, colds, pneumonia and other winter illnesses. Wideawake electrical men are, accordingly, preparing to take advantage of that week by urging the installation of ventilating fans, auxiliary heaters—in fact, of all electrical devices for which one, after all, is not an aid in promoting either indirectly or directly the family health and well-being?

Sockets, Outlets and the Wisdom of Ben Franklin

ONCE upon a time, many many years ago, there was a man in Philadelphia who had in his cellars some very good beer. Yet life, even for him, was not all joy. For his servants were continually drinking it in alarming quantities.

Much worried, the man consulted Benjamin Franklin, the well known quotation writer. "What can I do," he asked the distinguished philosopher, "to cure my servants of this constant tippling at the bungholes of my choicest beer barrels?"

"If thou would'st keep thy tippling servants away from thy beer barrel, get thee a cask of sweet old Madeira," counseled the sage, "and place that next to thy beer. Then thy beer will be troubled no more."

Our friends, the underwriters, are alarmed at the public's fondness for connecting all sorts of appliances in the place from which the incandescent lamp has just been unscrewed. If it were possible to ask Ben Franklin today how to cure the danger of overloading lamp sockets, we suspect he would follow his Madeira-cask philosophy, and suggest the installation of a good convenience outlet below every socket. Then there would be no need of the householder overloading his lamp sockets.

Isn't one of the alternatives of requiring the universal use of 660-watt sockets, that of *making it easy* to put in convenience outlets?

Ideas for the Man Who Sells

Plans, Schemes and Methods Gathered from Successful Selling Experience to Increase the Sale of Electrical Appliances

A Day's Coolness For the Price of An Ice-Cream Cone

BY J. O. WETHERBIE

It is an elementary principle of salesmanship that the seller should always study the article he proposes to sell, *from the viewpoint of the prospective buyer.* Only by so doing can he anticipate and answer the latter's objections.

In the great majority of prospective sales, the element of cost is one of the principal factors—not only the price of the article itself, but the expense of operating it if it is something to which operating expense is attached.

Consider, for instance, the emphasis placed on the number of miles certain automobiles will run on a gallon of gasoline, or the mileage to to be obtained from this or that brand of tires.

That this same factor is important in respect to selling electric fans is a fact which some dealers and salesmen overlook. Knowing how very small the cost of operating a fan is, such dealers are apt unconsciously to assume that the public in general also realizes it. They forget that the public is not any too well informed in regard to electrical matters, and that it is natural to think, in the absence of information to the contrary, that a fan, running at a rapid rate, hour after hour, must consume a large amount of current. Hence, a hesitancy to buy.

The mind of the housewife completing the week's ironing in a stuffy kitchen on a torrid summer evening, instinctively visualizes an electric fan. With the thought of baking to do in the morning, and the promise of another stifling day, the fan's desirability looms all the greater.

But as she thinks of the whirring blades of the fan, she sees the phantom of the electricity bill. The fan must use a great amount of current, she concludes. Too expensive. And so she looks around to see if there is another window she can open.

She thinks nothing of the 40-watt lamp by the light of which she is doing the ironing. She knows the cost of operating it and the other lamps in the house is about the cheapest item in the necessary running expenses of the household.

Compare Fan Operating Cost to 40-Watt Lamp

It will surprise her to learn that it costs less per hour to operate a nine-inch fan than it does to operate a 40-watt lamp, and just as much to operate a 50-watt lamp as it costs to run a twelve-inch fan.

At a rate of ten cents per kilowatt-hour, it costs four-tenths of a cent per hour to operate a 40-watt lamp, and five-tenths of a cent to operate a 50-watt lamp. These are both standard sizes of lamps, in very general use.

Stating it another way, a nine-inch fan may be operated for three hours for a cent, and a twelve-inch fan two hours for a cent, at the rate of ten cents per kilowatt-hour.

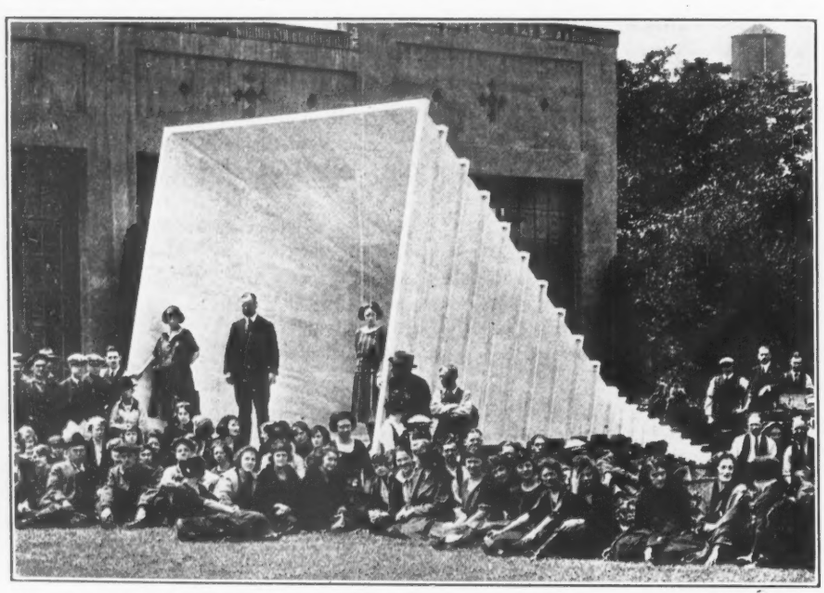
The following shows the consumption of current by various sizes of fans and the cost of operating them.

Size of Fan	Watts	Cost in cents per hour at rate of 10 cents per kw. hr.	No. hours it can be run for one cent at rate of ten cents per kw. hr.
9 Inch	32 5	½ cents	3 hours
12 Inch	50	½ cents	2 hours
16 Inch	80	¾ cents	1⅓ hours
32Inch (ceiling type)	80	¾ cents	1⅓ hours
52 Inch (ceiling type)	140	1⅜ cents	¾ hours

Therefore a nine-inch fan may be operated continuously for twelve hours for four cents, a twelve-inch fan for the same length of time for six cents and a sixteen-inch fan for less than ten cents.

The five cents which goes to buy an ice-cream cone—the coolness from which does not last long—would run a nine-inch fan continuously for

The World's Largest Radio Horn—In Amusement Park



Idora Park, a public amusement resort out in California, now boasts possession of the world's largest radio horn. Measuring thirty-five feet in length, with an opening twelve feet square, this horn was recently installed for broadcasting music received by radio, and is in successful daily operation at the present time.

Equipped with a Magnavox radio reproducer and power amplifier, the broadcasting capacity of this gigantic instrument is sufficient to carry radio music, without "distortion," throughout an area of approximately twenty-nine square miles. One thousand feet of clear aeroplane spruce lumber went into its construction, which incidentally presented a number of interesting problems to the Magnavox engineers by whom it was designed and built.

This spectacular "stunt" on the part of an enterprising amusement resort, offers a basic idea which is capable of really impressive development. It is a further indication of the far-reaching influence of radio on the world's work and play which warrants attention.

A Billboard Idea That Sold Electrical Merchandise

By Ira R. Alexander

Not long ago a Colorado firm dealing in electrical merchandise made use of a novel billboard advertising campaign with successful results.

A large billboard space was found on one of the main streets of the city, where thousands passed daily. At first, all that appeared on the board were a few words telling passers-by to call a certain phone number—the number of the electrical merchandise store, of course, but the store's name was not mentioned. The sign remained that way for about two weeks—passers-by, of course, watching the board all that time and wondering about the telephone number.

Then the words, "for electric cooking articles," appeared at one side of the sign. After a week, "for electric irons," made its appearance. Then, on the other side of the billboard, "for electric lamps," and then, after another week, "for anything electrical." The last wording to be added to the sign was the firm's name.

Now, in that city, it is a pretty sure bet that when a person thinks about anything of an electrical nature, the store's name is thought of.

fifteen hours, a twelve-inch fan for ten hours, and a sixteen-inch fan for seven and one-half hours.

Tell your prospective fan customers facts of this kind.

Tell them through your advertising. Tell them in your store.

And consider both every householder and every man who has an office as prospective customers.

"All-Over" Carpeting—the New Vogue Set Up by Vacuum Cleaner

The electric vacuum cleaner is held responsible for the appearance of a new vogue in house furnishings. All over carpeting, which housewives discarded twenty years ago because they despaired of being able to keep it clean, is now in favor again, thanks to the searching power of electric suction. Here is a cap-feather for cleaners which salesmen must not neglect to mention in their talks with women.

In fact, it is important for the cleaner man to keep in touch with all style trends in household equipment. It's worth while to read the women's magazines to keep one's self informed as to what's what in the feminine world today, for even slight acquaintance with some of these details will help create a favorable impression when it comes to talking with the housewife. To show one's self ignorant of the all-over carpeting vogue, of the tendency towards the use of linoleum rugs on living room floors, of the need of a vacuum cleaner on the summer porch, and of many other little twists and turns in the ordering of the modern home, is to reveal a lack of interest in the fundamentals of one's business.

Who Are on the Sick List Today? Sell Them Heating Pads

"Look over your local paper every morning and jot down the names of the folks that are sick in your community," suggests W. Hunter Snead of the Standard Electrical Appliance Company, Beverly, N. J. "A 'phone call or a personal visit generally results in a sale.

"And by the way—have you sold your own doctor a heating pad? He's bound to tell his patients about them. And that means more sales for you."

A Telegram That Will Appeal to Women

Write out a telegram addressed to Mrs. So-and-so, your city, stating: "Fred, children and I will arrive B & O, 8:30 Friday night. Eleanor." Paste it on a card-sign reading:

And Every Sheet and Pillow Case Dirty!

But Never Mind——

with an index hand pointing to a washing machine and electric ironer.

Let's Patronize Electrified Shops

Where do you get your hair cut? Fine! And is your favorite barber shop electrically equipped—has it installed electric vibrators, sterilizers, hair driers, vacuum cleaner and fans? Fine, again!

Usually the most progressive shops are the pleasantest ones to do business with and the most progressive tonsorial establishments are electrically equipped. If all of us in the electrical business will make a point of giving our trade to electrically modern barber shops, delicatessen stores and butcher shops it will help the good work along. Its just as important to keep these men sold on electricity as it is to get their order in the first place.

When Your Store's in a Boardwalk Town

We can't all live and sell in towns where the city sidewalk layer is a carpenter and where a pageantless and paradeless week would bring forth public protest. But those of us who are in the boardwalk country can take full advantage of the situation by putting a good float in a parade now and then to sell the onlookers a few wholesome truths about electric appliances as home emancipators. In the picture you'll see how Crosby and Elkins, of the Garden Pier, Atlantic City, N. J., captured the eye of the crowds, in a recent pageant, and left an "Electric" impression on their minds.

Hints for the Contractor

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, Repairs and Maintenance, and Collections

Facts That Will Impress the Architect

When we are inclined to censure the architect for his failure to provide for adequate wiring, it is well to remember that the architect's ideas are a survival of the day, not so long ago, when the lighting load for the house was all that had to be considered.

A recent survey of a modern apartment house showed that the appliance load carried by the tenants was 37.2 per cent; the power load, 34.4 per cent; and the lighting load only 28.4 per cent of the total. In that building, alone, there were no fewer than 157 vacuum cleaners, electric heaters and irons. The lighting load had sunk to a place of secondary importance.

Facts like these, which prove that conditions have really changed that electricity means more than merely lighting to the modern home builder, must be brought home to the architect. He is just as much in favor of providing *adequate* wiring as the electrical man is. And he has, after all, no conscientious objections to being convinced that what used legitimately to be considered adequate wiring, is so no longer.

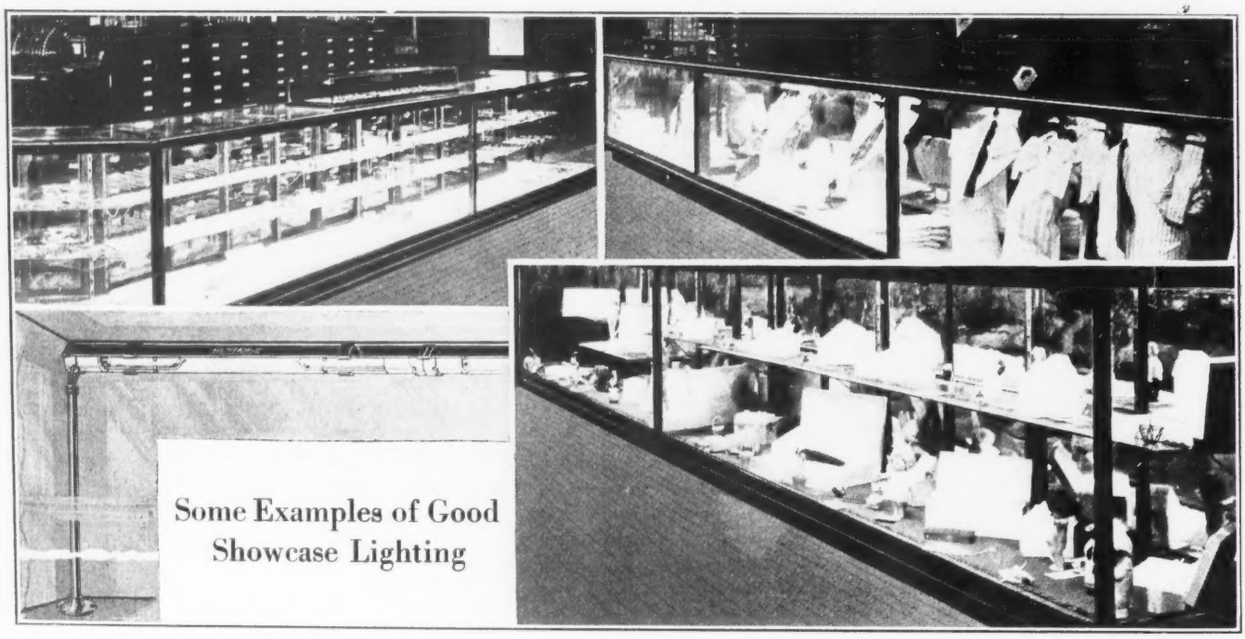
Show Store Owner's How Better Showcase Lighting Will Increase Sales

Considerably more lighting sales for the electrical contractor-dealer and more sales for the retailer in all other lines would be the result of the general adoption of a good system of show case lighting. The contractor would benefit from the increased business he would obtain, and the shop-keeper would certainly benefit from the fact that his wares are brought out more attractively through proper illumination.

The showcases in any retail store offer a fine opportunity to the "go-getting" contractor-dealer. The jeweler, the druggist, the haberdasher, etc., pretty well realize that, next to their windows, their cases are their best sales starters. The point they perhaps overlook is that the most effective arrangement of merchandise is under a severe handicap unless it is so illuminated as to attract the attention of the average person.

Merchandise in the showcase can be made to clamor for one's attention. There are an endless number of times where customers are waiting for the clerk to serve them—for their purchases to be wrapped, or for change. During these casual moments there is plenty of time for brilliantly illuminated merchandise to get in its work of stimulating a desire for its possession.

What are the requirements for showcase illumination? Briefly, such illumination must draw attention. There must be contrast between the merchandise and its surroundings. The goods should stand out clearly upon a background. Proper showcase illumination supplies these requirements. It also is unobtrusive. The lighting source blends in with the structure of the showcase, so that the shopper is not conscious of

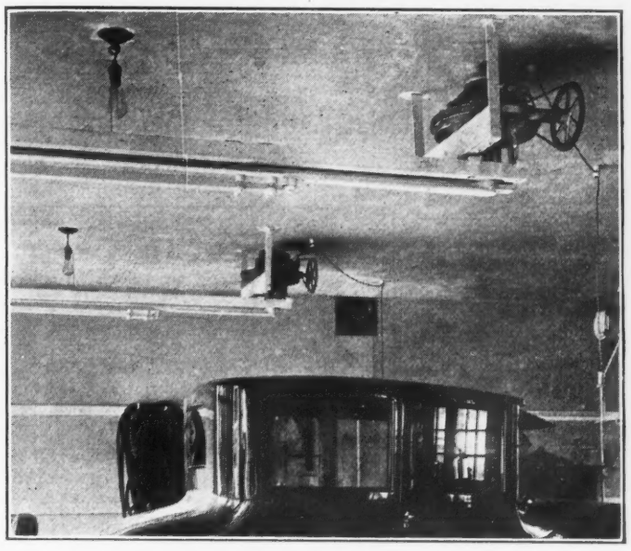


Some Examples of Good Showcase Lighting

These pictures show some distinguishing features of good showcase lighting and some well illuminated showcases. The particular fixture used is also illustrated in a rear view with the showcase broken away. This unit is of the sectional type, the sections being made in standard lengths to fit regular showcase sizes. Installation costs are low because these standard lengths are already wired and may be quickly joined together.

Regular tubular lamps, purchasable anywhere are used. The sockets and the lamps are of the separable parallel-blade type, like the cap of an attachment plug. Lamp insertions or changes may be conveniently made outside the showcase and the lamp and the receptacle simply plugged in.

The Garage Doors Open When the Car Passes Over the Bumper!



Harry G. Ainsworth of Kentland, Ind., has invented and patented a garage-door control system, by means of which the doors are operated by a crank driven by a standard 1/8 H.P. motor through a set of worm reduction gears which run in oil. The control unit is cast in two pieces forming a housing which encloses the worm and worm gears.

Private garage doors are opened by driving over a plate in the driveway. Public garage doors are controlled by a three-way switch and as many four-way switches as desired. Doors may be stopped before being completely opened or closed by turning any one of the buttons a second time.

Should the electric current be off, the doors may be operated by hand from the inside by merely pulling a cord. The spring used in the outside control switch on private garages is of such strength so as to make it impossible for the weight of a man to open the doors. To lock the private garage at night it is only necessary to turn off the current by a common snap switch. This makes it impossible to break in from the outside without tearing out the doors.

it. Proper showcase illumination, therefore, must illuminate the goods attractively, and the light must not shine in the eyes of the shopper directly. Neither (and this is important) must there be glare of any kind reflected into the eyes of the sales people. They are looking over the showcase many hours a day, and with glare in the eyes, good salesmanship disappears.

The matter of selecting the right fixture for showcase lighting is of first importance. Proper showcase illumination calls for the flow of well diffused light of just sufficient intensity directed upon the displayed goods and nowhere else. Good diffusion is essential, and it is secured by overlapping distribution between the lighting units.

The lighting unit itself must be inconspicuous and must blend in with the lines of the showcase so that neither the shopper or the clerk will have their attention distracted by a consciousness of the source of light.

With a little study of showcase lighting contractor-dealers can build up a large business in a field which is now scarcely touched. A canvass of their neighborhood stores will show many instances of improper lighting or the total lack of showcase illumination. A short demonstration will sell the idea to almost any retailer.

Sell a Complete Installation When You Wire for a Building Corporation

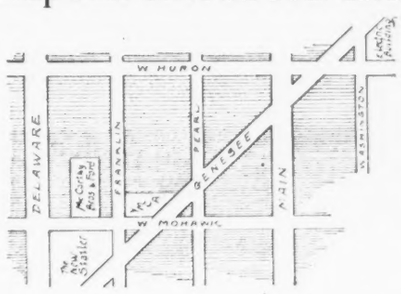
Should every wiring contract for a new house mean wiring only?

Read these "talking points" which a Long Island real estate company—the Malba Estates Corporation—widely advertises as features of its new homes. "Artistic design," according to this advertising, has a scarcely stronger appeal to the modern home buyer than the fact that the house contains "every practical modern labor-saving device and housekeeping appliance." Here is the list of attractions in the order in which the builder gives them:

All built-in china closets, bookcases, window seats.
Hidden radiators.
Electric clothes washer.
Electric ironer.
Vacuum cleaning system.
Ice-making refrigerator.
Ventilating system.
Package receivers.
Disposer for household waste.
Folding wall ironing board.
Laundry chute.
Efficiency kitchen, dining alcove.
Radium markers.
Bells and buzzers.
Speaking tube.
Closets with sliding hangers and *door control lights.*
Radio room and flower studio.
Thermostat heat regulator.

Wideawake builders all over the country, who have sensed the demand of the public for electric conveniences, are finding that putting such equipment in the house at the start enhances the value of the house out of all proportion to the cost. Electric laundry equipment is fast becoming as necessary a part of the original equipment as is the bathtub. Every electrical man called out to wire a new building today would do well to talk it over with the builder—it may mean the additional business of installing much of the electrical equipment listed by the Malba company.

Map Your Store On Your Card



The little map above appears on the back of the business card used by McCarthy Bros. & Ford, Buffalo, N. Y., and is found very helpful in placing the company's store in the minds of prospective customers unfamiliar with the firm's location. Not only are the nearby streets named, but the map "landmarks" the store in relation to three prominent public buildings of the city—the Electric Building, the Y. M. C. A., and the New Statler Hotel.

Sales Helps for the Dealer

Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade

"Happiness in Every Room" —with Convenient Controlling Switches

"Have you a 'Home Electrical?' If you have electric light, you probably have the beginnings of a Home Electrical," reads a new booklet entitled "Get the Most Out of Electricity in the Home," issued by the Beaver Machine & Tool Company, Inc., Newark, N. J. "That is, you probably have an electric iron, a vacuum cleaner and an electric toaster. There are dozens of other electrical appliances, each made for a particular purpose, that you should have.

"Unfortunately, many of these appliances are offered to the public without switches to control them. The Beaver Machine & Tool Company is trying to do its part by supplying a complete line of controlling switches for household electrical appliances. Their use will give you greater economy, convenience and safety in the use of the appliances.

"Spend a profitable hour in the nearest up-to-date electrical store and look over the attractive appliances you'll find displayed."

Pen-and-ink sketches with descriptions then show exactly how the various controlling devices are used —the "feed-through" switch, the heater plug, the switch plug, canopy switch, triple-duty sockets, coupling switch, and cord sets. The booklet is small enough for ordinary envelopes.

Making the Storage Battery Man's Job Easier

In a 40-page booklet issued by the American Bureau of Engineering, Inc., Prairie Avenue, Chicago, Ill., many devices of interest to the storage battery repair shop are illustrated and described. Included in the instruments designed to make the battery man's job more profitable are the cadmium voltmeter set for making high rate discharge tests, a steamer for softening the compound, burning sets, etc. In the list of tables appended the electric systems for American motor cars are given. Wiring diagram showing the electric system for each of these cars are available by application to the company.

Sell Radio Handbooks!

Many a radio dealer who is now spending a good part of his time answering thousands of questions, can turn this time into good profits by selling good books on radio which will answer these questions probably better than he could do it himself. With this purpose in mind, Lefax, Inc., Ninth and Sansom Streets, Philadelphia, publisher of loose-leaf handbooks on scientific and technical subjects, has announced the publication of the "Lefax Radio Handbook."

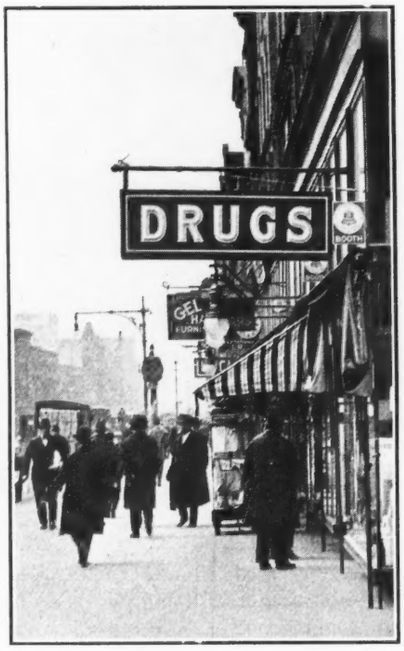
This book has been prepared by Dr. J. H. Dellinger, Chief of the United States Radio Laboratory, and L. E. Whittemore, alternate chief, and has the approval of the United States Bureau of Standards. It will cover every phase of radio in popular language. It is loose-leaf, so that additions can be made at any time. In connection with the book, the company will publish a monthly service of new sheets which can be added, keeping the handbook perpetually up to date. This service will be sent free for one year to owners of the handbook.

Some Usual and Unusual Uses for the Hot Plate

If you have always thought of the electric hot plate as a handy cooking utensil and as a cooking utensil only, read the little folder distributed by the Liberty Gauge & Instrument Company, 6545 Carnegie Avenue, Cleveland. With thousands of hot plates in use, this folder says, new applications are constantly being suggested, every user finding his own particular set of services. For example, here are a few of them which the folder suggests, illustrating with pen-and-ink sketches:

Drying hair; drying negatives and prints; heating the curling iron; baking biscuits; percolating coffee; heating water for shaving; toasting bread; warming chicken brooders; for light cooking at summer camps; for laboratory use; heating the ordinary flat iron in emergency; warming the baby's milk; popping corn; and for the traveler's comfort.

Signs and Summer Business Go Together



Every Main Street can be a miniature Broadway—and every side street a Main Street—if the electrical dealer gets busy with his summer sign business. The particular sign needs of the automobile field, drug store, movie theater and others are comprehensively dealt with in a series of booklets issued by L. L. Strauss, 422 West Forty-second Street, New York City.

The Breeze Manufacturing Company, Newark, N. J., has available for dealers a hand-reference catalog of its complete products, including detailed explanations of its various types of hose and tubing, for vacuum cleaners, special fittings, post and dash controls, heaters or exhaust hoods, clamp lamps, etc.

An Electrical Pantomime for Amateur Players

Almost every electrical dealer and electrical organization has at one time or another wished that some electrical playlet were available which could be suggested to a local dramatic club or church group looking for a play to produce.

Such a play, called "Cinderella House," has now been prepared and is ready for distribution by the Society for Electrical Development. It is being published in a booklet, with full directions for staging and production, and while it offers a new way to awaken interest in electric homes and electrical equipment, it is still so simple and easy of promotion that it is not beyond the limitations of even small organizations.

"Cinderella House" is a pantomime, and is intended to be played by child actors. Adapted from one of Grimm's fairy tales, it is a romantic vehicle for the showing and demonstration of standard electrical equipment. The story emphasizes the sentiment and beauty which electricity may give everyday life; accentuating its almost magic possibilities, while showing its intense practical value in the ease with which small children can handle the appliances.

Copies of the playlet, with full instructions for producing it, may be obtained from the Society, at 522 Fifth Avenue, New York City, for 50 cents a copy.

"Who Winds Your Clock?"

Have you ever been half an hour late for an appointment because your wrist watch said 3:20—the mantel clock 2:30 (it had run down and the maid had set it wrong)—the desk clock was out of order—and the kitchen clock could never be trusted, except for boiling eggs?

Timepiece troubles belong more to women than to men perhaps—a man pays more attention to his one watch than a woman does to the four or five clocks in the house. But the inconveniences and confusion resulting from clocks "that never agree" are of such common and daily occurrence that they are almost accepted as inevitable.

Around them, however, the Keith-Landis Corporation, 332 South La-Salle Street, Chicago, has built four interesting little leaflets on the passing of clock-winding and the advent of the electric non-wind timepiece. The four leaflets are entitled: "Who Winds Your Clock?" "Too Late, Jim—We've Missed It," "And I Had an Appointment at 3:15," and "I'm Sorry, John, But the Clock Was Wrong."

Safety Switches and Panel Boards

Safety switches and panel boards make up the subject of catalogue 12-A, which is now being distributed by the Westinghouse company, East Pittsburgh, Pa. This catalogue is profusely illustrated with views of installations of safety switches in the shop, in the office and in the home. It is specifically shown why Krantz safety switches are safe and how they can be operated by any one. Dimensions and list prices of these switches are given in detail. Some of the subjects that are discussed are the railway-type safety panel boards, the safety car-lighting panels, the auto-lock control panels, the dead-front and dead-rear safety switchboards, the live-front knife switches and other devices.

The Twin City Wringer Company, Merchants National Bank Building, St. Paul, Minn., has issued a catalog on its all-metal wringer and its adaptability to all clothes washing machines.

The Chicago Fuse Manufacturing Company, Chicago, has just issued a new catalog on electrical protecting materials and conduit fittings. The catalog contains 96 pages with 445 illustrations, and is a veritable encyclopedia on such electrical devices.

Getting Lighting Business Through Lighting Demonstrations to Groups

Lighting demonstrations of either a permanent or temporary nature have been installed and exhibited in many of the larger cities during the past two years. The experiences in these cities have shown conclusively the value of the lighting demonstration plan as a business-building means. While no attempt whatever is made to solicit lighting business at these demonstrations, the greater appreciation of the possibilities of right and better lighting awakened in those who view the exhibits, invariably results in requests for further information and advice as to the best method of obtaining proper lighting in stores, factories, and homes.

The demonstration given in the city of Columbus, Ohio, a short time ago was a particularly successful one. The picture shows the demonstration room. A leading feature of this was a full-size, completely equipped show window. The burden of this demonstration was carried by the Electric Sales Company of Columbus, and the Sterling division of the National Lamp Works. W. R. Wheelock, seen in the photograph, conducted the demonstrations, giving two or three a day. In all about 700 representatives from 16 local organizations and groups viewed the demonstration. These groups consisted of electrical contractors and dealers, architects, hotel men, clothing merchants, manufacturers, medical men, opticians, jewelers, florists, and many others whose occupations made lighting a subject of particular interest.

New Merchandise to Sell and Where to Buy It

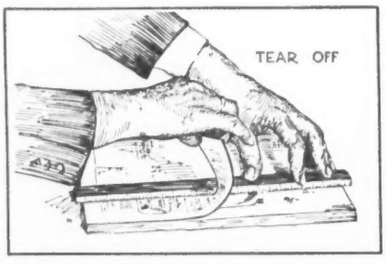
Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

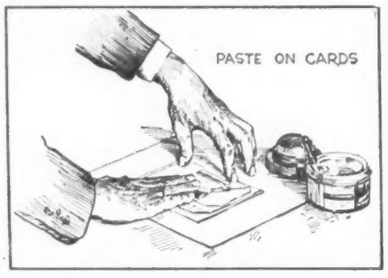
Including Many New Appliances for the Home Electrical

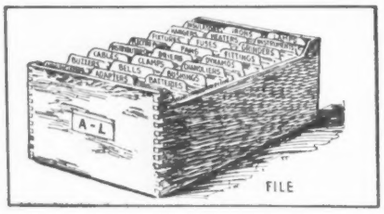
How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number *Electrical Merchandising* has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.







This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of *Electrical Merchandising*. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.

Dishwasher Using Suction Fan to Agitate Water

Electrical Merchandising, August, 1922

A novel washing method is used in the new "Cinderella" dishwasher developed by the Betz-Van Dorn-Barker Company, 5100 Superior Avenue, Cleveland, Ohio. A small electric motor on top of the dishwasher drives a suction fan which creates a vigorous vacuum inside the machine above the water level. Air pressure forces a powerful blast of air through an opening running the full length of the bottom of the machine, up through the water, lifting and hurling the soapy water against the dishes.

Because of the consequent elimination of all moving mechanism, all of the smoothly rounded interior can be used for dishes, stacked in wire racks. And the dishwasher itself is compact enough to be used on the drainboard of the sink, so that water can be drained directly into the sink through an outlet in the bottom of the washer.

Aluminum is used for the pan.

Suction-Cup Electric Clothes Washer

Electrical Merchandising, August, 1922

Copper is the material used for the covered tub of the new "Horton" electric clothes washer, and suction produced by moving vacuum cups is the washing method.

The machine rolls easily on castors, and the 12-in. wringer is operated by the same mechanism that drives the washer. It is fitted with a self-acting trigger, which, in an emergency, will release all pressure on the rollers. An automatic cutout prevents any possibility of mechanical damage to the motor or tub.

The Horton Manufacturing Company of Fort Wayne, Ind., is the manufacturer.

Variable Condenser for Panel Mounting

Electrical Merchandising, August, 1922

"Linga" variable condensers of the panel mounting type, made by the General Radio Equipment Manufacturing Company, 1143-5 Diversey Parkway, Chicago, are furnished complete with large composition dials and knobs. The scale reading in hundredths aids in making fine adjustments.

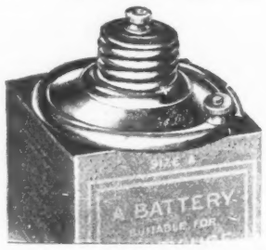
To make perfect electrical contacts throughout the various units of the condenser, and thereby eliminate current leaks, the stationary plates, machine spaced, are riveted into the tubular posts and the movable plates are cast into the center posts.

These condensers are offered with and without the vernier attachment.

Dry Cell Socket Adapter

Electrical Merchandising, August, 1922

A new device recently offered by the Practical Appliance Company, 4 Murray Street, New York City, is made of brass, and adapts any dry cell, round or square, for use with a standard lamp receptacle. This means that the lamp receptacle becomes a battery holder, supporting it mechanically and connecting it into the circuit electrically, all wiring being permanently connected to the receptacle. This feature results, according to the maker, in the elimination of unsupported wires, changed polarity, loose connections and short-circuits. The adapter is held in place by the thumb screws on the dry cell.

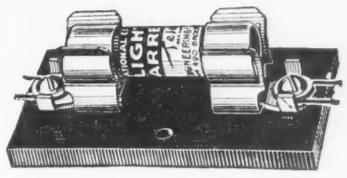


There are three general classes of uses for the adapters: (a) with porcelain receptacles, (b) with vapor-proof globes, and (c) with a combination of sockets to make a handy battery lamp.

Automobile Light Deflector

Electrical Merchandising, August, 1922

Designed to protect "the other car" is the new "Auto-Lite" deflector made by the Kokomo Specialties Manufacturing Company, Kokomo, Ind. With it, light from the headlights is thrown down on the road even at distances of more than 200 ft., instead of up and into the approaching driver's eyes.

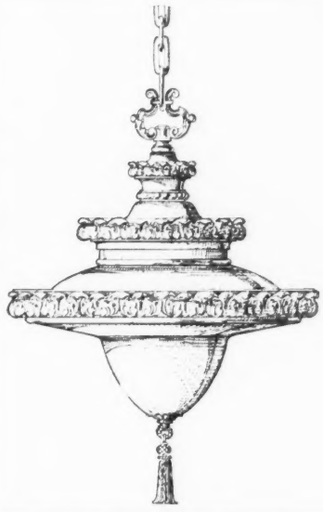


Lightning Arrester

Electrical Merchandising, August, 1922

The "Teleradio" lightning arrester developed by the Teleradio Engineering Corporation, 484 Broome Street, New York City, has been approved by the National Board of Fire Underwriters, and has been granted the electrical number 5,837.

This arrester may be installed either outdoors or indoors, is easily installed, is always ready for action, and, according to the maker, in no way affects the strength of incoming signals, whether broadcasting or code.

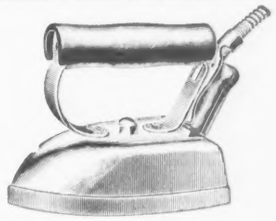


Ornamental Hangers for Commercial Glass

Electrical Merchandising, August, 1922

Used in conjunction with the glass units for which they have been designed, the "Ornate" hangers offered by Falkenbach Manufacturing Company, Inc., 429 Whitlock Avenue, New York City, are especially adapted for stores, showrooms, offices, auditoriums, schools, restaurants, public and private buildings.

The canopy, holder and decorative band are made of "Falkenbach woodfibre." The hangers are light in construction but decorative in effect. They are adapted to all types of glass, and are finished in a rich antique gold.



Electric Flat Iron

Electrical Merchandising, August, 1922

An imbedded heating element is used in the newest "Domanco" iron, but the maker claims that the real feature is that the specially prepared cement in which the element is imbedded, while becoming hard as stone, has the same coefficient of expansion as the outer metal shell, thus eliminating the danger of cracking and injuring the element. This, according to the maker, practically eliminates the nuisance of burnouts.

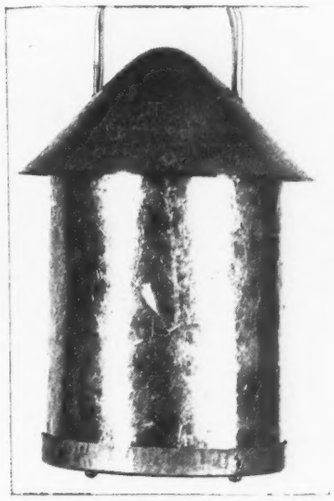
The iron is the six-pound type, is entirely nickel-plated, and has nickel contact pins and a braided wire asbestos cord. It is rated at 550 watts, and is made by the Dover Manufacturing Company, Dover, Ohio.

Hall Lantern

Electrical Merchandising, August, 1922

For the Colonial house that wants to live up to its name, the Beverly Lights Corporation of Providence, R. I., is offering the Salem lantern, with its Flemish brass hood and micanite cylinder. The lantern has a drop of 22½ in., and is 9½ in. wide.

It is distributed through the agency of Comly & Company, 20 East Forty-sixth Street, New York City.



Household Electrical Refrigerator

Electrical Merchandising, August, 1922

Designed to fit any icebox, the electrical refrigerating unit made by the Lipman Refrigerator Car & Manufacturing Company, Beloit, Wis., may be installed in the basement, beside the box or on top of it. The unit is an adaptation of the commercial refrigerating machine made by the same company.

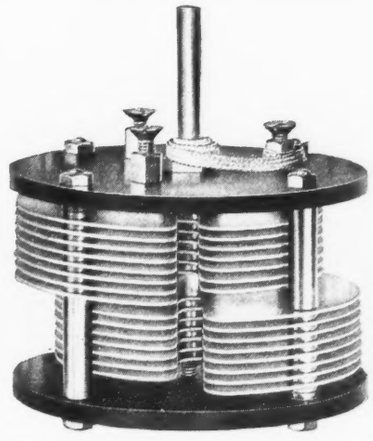
The compressor and motor are mounted on a single base to form one neat and compact unit. Only a few ounces of ordinary ammonia are used, as the refrigerating agent. By taking advantage of certain natural peculiarities of the refrigerant, the mechanism literally "pumps" the heat out of the refrigerator until the exact degree of coldness is obtained.

Radio Telephone Plug

Electrical Merchandising, August, 1922

The "Branston Universal" telephone plug made by Charles A. Branston, Inc., Buffalo, N. Y., is designed especially for radio work. It will fit all standard jacks, and besides its use with head sets, loud speakers, loading coils, microphone transmitter, and transmitting keys, many other uses for it will be found by the ingenious amateur.

Pin or spade terminals, solid or stranded wire may be used without soldering. It is made of two polished moulded pieces, held together by a connecting screw.



Variable Air Condenser

Electrical Merchandising, August, 1922

The feature of the balanced two-in-one variable air condenser manufactured by the Broun Radio Company of 552 Seventh Avenue, New York City, is its adaptability to the radio set as either a single or a double condenser. The fixed plates are insulated from each other by cut hard rubber end plates and are two separate units until joined by a brass connecting strip. By employing the brass connecting strip both sets of fixed plates are brought into use, but by substituting a switch for the connecting strip either both or one of the sets of fixed plates are used, according to the position of the switch.

The condenser mounting nuts are so spaced that a 2½-in. diameter dial will cover up all panel machine screws.

A pig-tail connection of silver-plated copper braid is used from the rotor shaft so that the resistance may be held as low as possible. Aluminum plates of .031 and close-fitting spacing washers insure exactness of alignment.

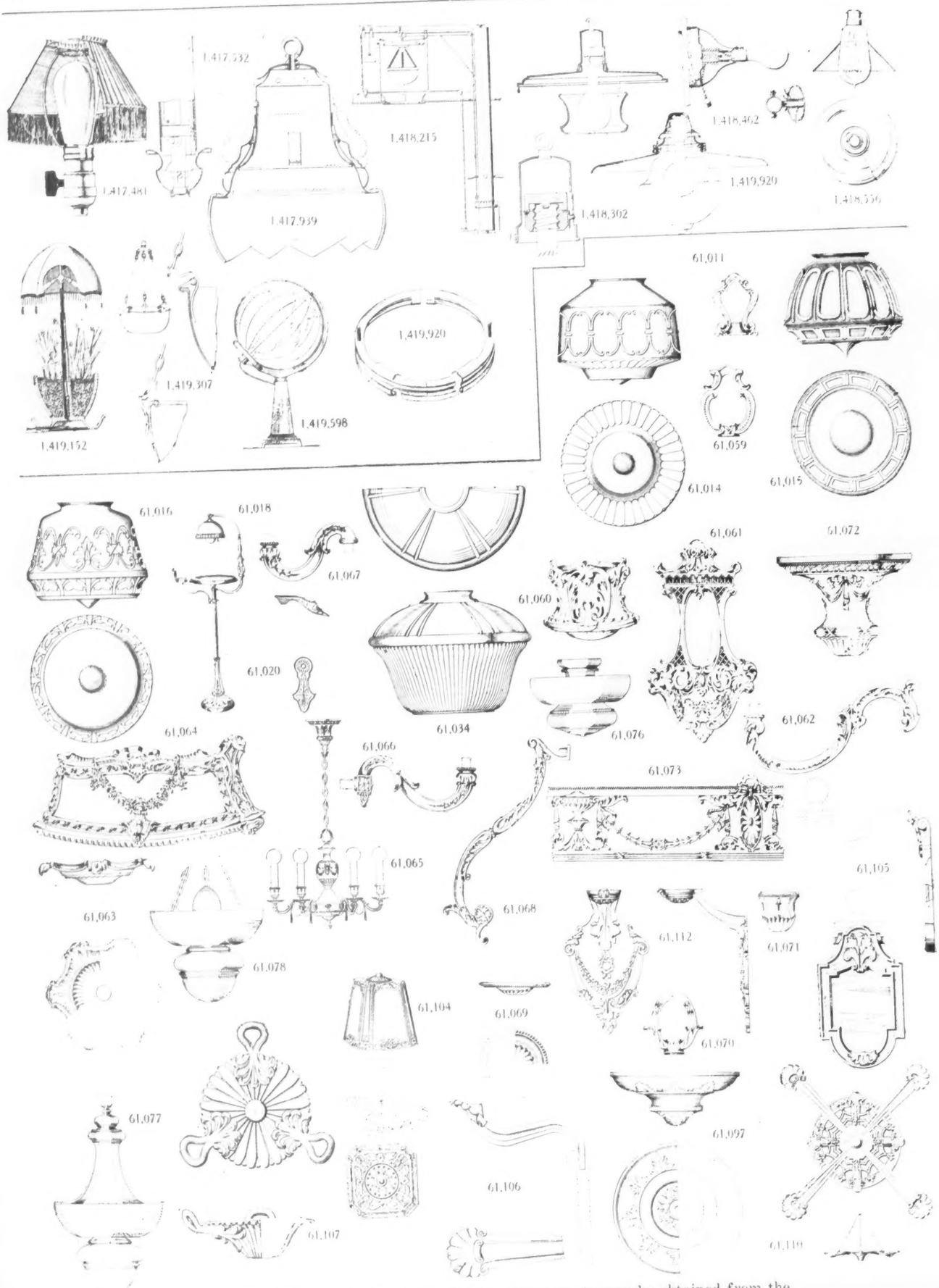
Hot Plate

Electrical Merchandising, August, 1922

With its gleaming aluminum bowl looking like silver, and with its rubbed mahogany base, the graceful "Betsy Ross" hot plate offered by the Central Flatiron Manufacturing Company of Johnson City, N. Y., is designed to be a fitting addition to the linen-and-silverware equipment of the dining table.

The grill is of nickeled steel, the heating element of "silchromne," and the top can be removed for cleaning purposes.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.



Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each

Record of Lighting Fixture Patents

Issued from May 30 to June 20, 1922

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York

Design Patents

The following are ALL the Design Patents pertaining to lighting materials issued by the U. S. Patent Office, from May 30 to June 20, 1922, inclusive:

61,011. Loop for Lighting Fixtures. Thure Dahl, New York, N. Y., assignor to Lightolier Company, New York. Filed Dec. 30, 1920. Issued May 30, 1922. Term of patent, three and one-half years.

61,014-15-16. Glass Lighting Bowl. Edgar A. Gillinder, Philadelphia, Pa., assignor to Gillinder & Sons, Inc., Philadelphia, Pa. Filed Dec. 13, 1921. Issued May 30, 1922. Term of patent, three and one-half years.

61,018. Combined Lamp Stand and Smoking Set. Sidney M. Israel, Richmond Hill, N. Y. Filed April 14, 1921. Issued May 30, 1922. Term of patent, three and one-half years.

61,020. Arm for a Chandelier Body. Frederick Max Poritz, New York, N. Y., assignor to Star Chandelier Company, Inc., New York, N. Y. Filed Aug. 16, 1921. Issued May 30, 1922. Term of patent, three and one-half years.

61,031. Globe for Lighting Fixture. Thure E. Dahl, New York, N. Y. Filed May 31, 1921. Issued June 6, 1922. Term of patent, seven years.

61,059-73. Loop; Candle Cup; Bracket Back; Arm; Plate; Band; Electric Fixture; Electric Arm; Electric Arm; Arm; Pan for Candle Cups; Loop; Candle Cup; Canopy; Band for Lighting Fixtures. Thure E. Dahl, New York, N. Y. Filed May 31, 1921. Issued June 13, 1922. Term of patent, three and one-half years.

61,076-78. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed Sept. 3, 1921. Issued June 20, 1922. Term of patent, fourteen years.

61,097. Ceiling Plate. Isaac Levy, Brooklyn, N. Y. Filed Sept. 20, 1921. Issued June 20, 1922. Term of patent, three and one-half years.

61,101. Lamp Shade. Frederick Roettgen, Stamford, Conn., assignor to S. Robert Schwartz, New York, N. Y. Filed April 8, 1922. Issued June 20, 1922. Term of patent, seven years.

61,105-17. Lighting-Bracket Back Plate (2); Plate for Lighting Fixtures (2); Lighting Fixtures (6); Arm for Lighting Fixtures (2); Electric-Lighting Bracket. Milton B. Roller, San Francisco, Cal., assignor to Thomas Day Company, San Francisco, Cal. Filed Aug. 1 and 4, 1921. Issued June 20, 1922. Term of patent, seven and fourteen years.

61,118. Lamp. George J. Romulus, Lynn, Mass., assignor of one-half to Albert R. Myers, Brooklyn, N. Y. Filed May 12, 1921. Issued June 20, 1922. Term of patent, fourteen years.

61,120. Combined Lamp Stand and Phonograph. Mikel Rusnak, Chicago, Ill. Filed Aug. 5, 1921. Issued June 20, 1922. Term of patent, seven years.

61,122. Portable Lamp Base. S. Robert Schwartz and August Bostroem, New York, N. Y., assignors to Samuel Robert Schwartz, New York, N. Y. Filed Sept. 28, 1921. Issued June 20, 1922. Term of patent, seven years.

Mechanical Patents

1,117,181. Shade Holder. Lauritz W. Andersen, Waterbury, Conn. Filed Sept. 14, 1918. Issued May 30, 1922.

1,117,532. Electric Candle and the like. Charles J. Klein, Milwaukee, Wis., assignor to the Cutler-Hammer Mfg. Company, Milwaukee, Wis. Filed June 21, 1917. Issued May 30, 1922.

1,117,939. Holder for Globes. Barnet Newland, New York, N. Y., assignor to Incandescent Supply Company, New York. Filed July 26, 1921. Issued May 30, 1922.

1,118,215. Electric-Fixture-Display Device. Charles K. Theobald, Jonesboro, Ark. Filed Oct. 12, 1921. Issued May 30, 1922.

1,118,302. Lighting Fixture. Edwin F. Guth, St. Louis, Mo., assignor to St. Louis Brass Manufacturing Company, St. Louis, Mo. Filed April 25, 1919. Issued June 6, 1922.

1,118,462. Electric-Cord Retainer. George Potstada, Oakland, Cal. Filed March 31, 1920. Issued June 6, 1922.

1,118,556. Reflector. Arthur Graham France, London, England. Filed May 17, 1920. Issued June 6, 1922.

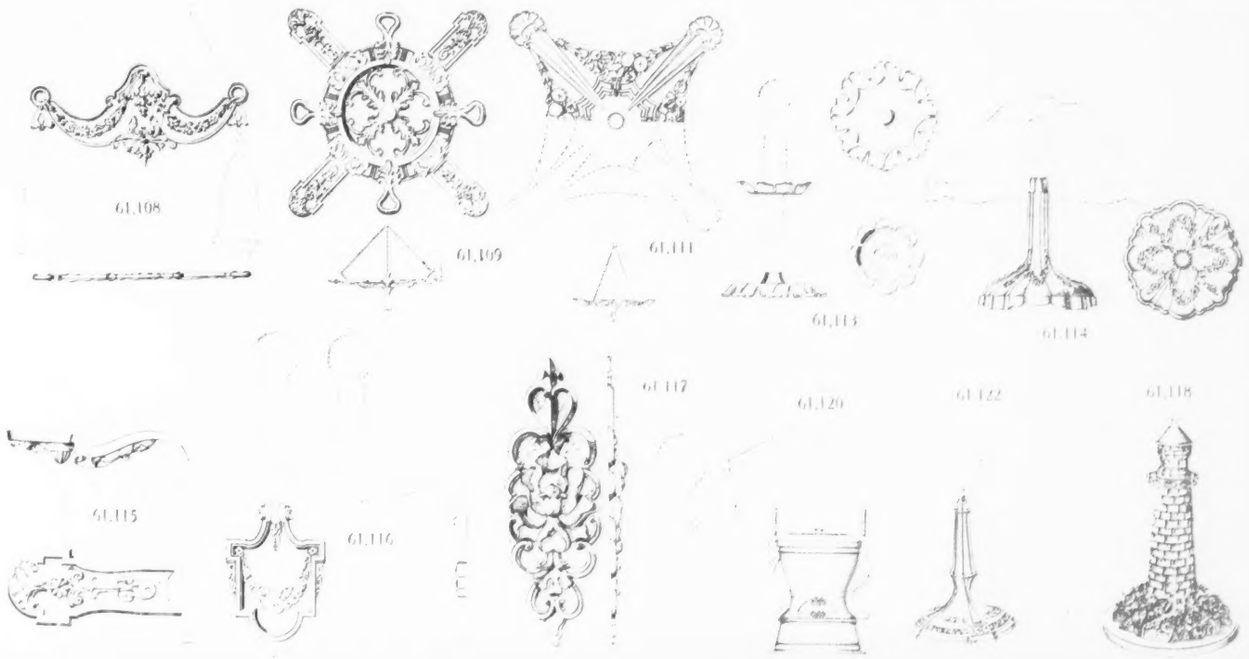
1,119,152. Electric Flower Lamp. Henry L. Lansing and Janet R. Kohls, San Francisco, Cal. Filed March 29, 1921. Issued June 13, 1922.

1,119,307. Device for Suspending Bowls and the like. Benjamin Richardson, Stourbridge, England. Filed Oct. 8, 1920. Issued June 13, 1922.

1,119,598. Table Lamp. Stanley J. Zelazo, Adams, Mass. Filed April 22, 1920. Issued June 13, 1922.

1,119,920. Lighting Fixture. Anton Dvorak, Berwyn, Ill., assignor to Beardslee Chandelier Manufacturing Company, of Delaware. Filed April 2, 1921. Issued June 20, 1922.

Copies of illustrations and specifications for patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each



Free Radio Course

Every electrical contractor-dealer in the metropolitan district is invited to attend a free ten week's course of instruction in practical and technical features of radio, given by the Electrical Jobbers' Club of New York.

The course is open to the dealer himself and as many of his men as wish to attend, but cards of admission must be secured for each individual from the secretary of the Electrical Jobbers' Club, 47 West Thirty-fourth Street, 'phone, Fitz Roy 5435. The meetings will be held every Monday evening at eight o'clock in the assembly room of the New York Edison Company, 44 West Twenty-seventh Street. The first lecture of the course was given on July 24 but those who have not yet registered and wish to do so may still send in their names and attend class upon receipt of admission card.

The Simplicity Radiophone Manufacturing Co., of Cincinnati, Ohio has been chartered with a capital of 500 shares, no par value designated, for the purpose of manufacturing radio equipment and supplies. The incorporators are J. A. Berman, E. B. Appleton, E. A. Staggenberg, E. J. Walker and V. E. Dickhaus.

J. W. Foster, of Chicago, well known in the electrical industry through his General Electric and Williamson Company connections, has resigned from the latter company to become Western manager for the Albert Wahle Company of 224 Fifth Avenue, New York.

New Merchandise To Sell

(*Continued from third page preceding.*)

Concealed Socket for Lighting Fixtures

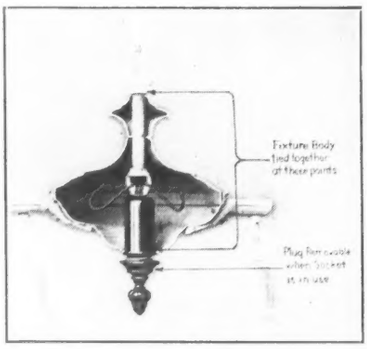
Electrical Merchandising, August, 1922

An attachment device for electric fixtures called the "I-D-A" concealed socket and made by the J. E. Watson Manufacturing Company, 412 W. Wellens Avenue, Philadelphia, Pa., introduces a new feature for attaching extension cords of any electrical appliances to the lighting fixture without interfering with its regular outlets.

The socket concealed within a brass casing is inserted in the bottom of the fixture, attached to the hickey and nipple, and the body is tied together between the curl on the brass casing and the fixture loop.

The knob of ornamental brass design is supplied finished in a color to suit the fixture, and with a hard fibre screw plug for screwing into the socket when extension cord is not in use.

The main feature of this device is that the socket is entirely concealed within the body of the fixture and will not destroy its contour, at the same time tying the body shells together. It is quickly installed in any fixture, doing away with soldering, tapping or bridging the fixture body.



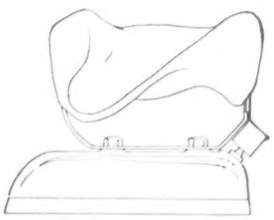
Electric Device Converting Gas Burners Into Kerosene Burners

Electrical Merchandising, August, 1922

Almost any type of burner in which city gas or natural gas is now used can be converted into a kerosene burner by means of electricity, with a new device developed by the Aeroil Burner Company, Inc., 266-270 Hudson Avenue, Union Hill, N. J.

This "Electro-Aeroil" burner uses electricity to make a gas from kerosene oil. It is adaptable to ring burners, concentric burners, star burners, gauze burners, urn burners, etc., particularly for use with washing and ironing machines and hot water heaters.

A standard gas burner casting can be converted into an oil burner by fitting it with the parts that make up this device—burner tips, gas generator, air mixing plate, condensation drain, oil pressure tank and pump. The plug of the electric cord attached to the heating element of the gas generator is merely screwed into a socket. The resulting gas is carried to the burner tips, where it can be lighted with a match just like city gas.



An Iron With a Handle "That Fits the Hand"

Electrical Merchandising, August, 1922

Almost like slipping one's hand into a glove is the operation of grasping the unique black handle of the new "Marion" iron brought out by the Rutenber Electric Company, Marion, Ind. The thumb slips into a groove all for itself, the palm fits comfortably over the shaped top, and the fingers find their way into just the right hollows on the other side. Support is given for every part of the hand—the whole being designed to lessen fatigue from the strain of ironing.

Combination Receiving Set

Electrical Merchandising, August, 1922

The combination crystal and tube receiving set (Type A) offered by the Arnessen Electric Company, 118 Hamilton Avenue, Brooklyn, N. Y., provides for reception by crystal alone, vacuum tube as detector, or amplifier from the crystal.

For eliminating interference, gage couplers are used, which provide for maximum voltage on the grid, and extremely sharp tuning.

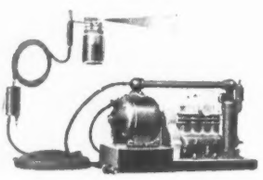
Two handles only, control the operations of varying primary, secondary and coupling. The range of both crystal and combination set is 200 to 600 meters with facilities for loading to 20,000 meters.

Electric Air Brush Outfit for Applying Paints

Electrical Merchandising, August, 1922

For applying paints, fillers, enamels, bronzes or lacquers and made especially for air brush finishing, is the "Decora" electric air brush outfit offered by the Decora Manufacturing Company, Richmond, Cal.

The outfit is complete in every detail, from the motor plug to the spraying nozzle, and is portable, weighing less than 50 lbs. It is used in many lines of industry such as: Furniture, automobile accessories, wicker and rattan, baskets, cement products, toys, electric fixtures, motor repair shops, hotels, department stores, art stores, interior decorators.



Combined Radio and Phonograph Console

Electrical Merchandising, August, 1922

In outward appearance a handsome library table cabinet, the "Lyradion," offered by the Lyradion Sales & Engineering Company, Mishawaka, Ind., contains both of those modern sources of home entertainment—the wireless telephone and phonograph. Both radio and phonograph music come through a Seabrook horn.

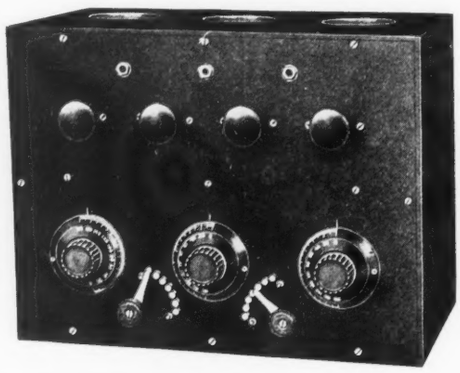
Radio Receiving Set

Electrical Merchandising, August, 1922

In the new "Missouri" radio receiving set, the tuner, detector and two-stage amplifier are all conveniently arranged in one cabinet, all control elements being grouped on the front panel. All binding posts for connection of wires from batteries, antenna and ground are brought through the back of the cabinet at a point 6½ in. from the bottom of the cabinet, thus hiding them from view and making them readily accessible.

The wave length range is from 175 to 600 meters.

This new set is being manufactured by the Missouri Radio Corporation, 2625 Washington Avenue, St. Louis, Mo.



What's new on the market? These pages will tell you.

Combination Electric and Gas Range

Electrical Merchandising, August, 1922

A compact new kitchen range combining electricity and gas, and called the "ElectriGas," has recently been placed on the market by the Magee Furnace Company, 38 Union Street, Boston, Mass.

The electric half comprises an insulated electric oven or fireless cooker of good size and an electric broiler. These are controlled from electric switches in front on their patented switchboard. The gas half includes four gas burners and a simmerer which are automatically lighted from a push button.

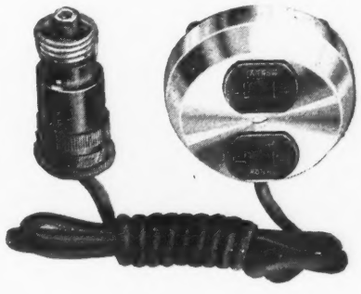
These ranges are made in ebony black or pearl gray "por-cel-a" finish.

Focusing Searchlight

Electrical Merchandising, August, 1922

Outdoors or indoors, summer suggests many new uses for a focusing flashlight such as that recently brought out by the Diamond Electric Specialties Corporation, 101 South Orange Avenue, Newark, N. J. A slight turn of a button instantly focuses this lamp to a sharp beam of light at from one yard to 100 yards away.

Each case carries a spare lamp for emergency, and the hinged front makes all interior parts accessible, so that lamps can be replaced without taking the case apart. There are no threads—simply, the cover must be closed. The device accommodates "Diamond Solitaire" cell No. 500, or any normal tubular unit of standard make.



Double-Duty Outlet for the Dining Table

Electrical Merchandising, August, 1922

A new way to insure that convenience in the use of appliances at the dining table which is essential to a smooth-running meal, has been devised by the Arrow Electric Company, Hartford, Conn., in its new "Duplex" table outlet.

This little device is nickel finished and designed to make it suitable for use on the dining table. Being portable, it has the advantage of being placed wherever the plugging-in is most convenient—whether at the housewife's right hand, or on a serving table.

A silk cord connects the device with the nearest source of supply, but the table appliances themselves can be conveniently connected and disconnected with the double outlets thus provided.

Combination Radio Receiving Set and Phonograph

Electrical Merchandising, August, 1922

The Galvin Electric Manufacturing Company, 1215 Pine Street, St. Louis, Mo., is offering a new radio receiving set and phonograph combined. Furnished complete with a non-regenerative receiver, two stages of amplification, and a loud speaker.

The lower chamber provides space for housing both "A" and "B" batteries.

The tone chamber of the phonograph is used to amplify sounds from the loud speaker. The phonograph plays all records, and may be had in any finish.

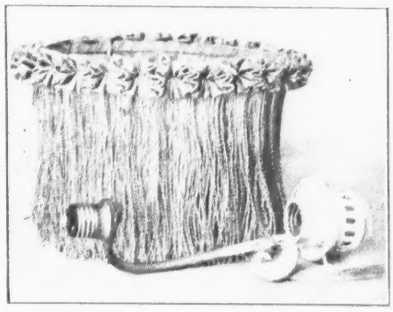
Converting Device for Lighting Fixtures

Electrical Merchandising, August, 1922

To change existing direct-lighting fixtures into indirect fixtures without discarding the old shades or globes, a new converting device called the "Convenolite" has recently been developed by Schweitzer & Herz, 231 North Wells Street, Chicago.

In converting the fixture, the old shade or reflector is removed, inverted and slipped over the "Convenolite," which is nothing more than an inverted holder to be connected to the existing socket by a standard Edison screw plug. The lamp screws into the lower part of the holder, and burns tip-up. And the whole is concealed by a silk shade, the tassel of which covers another outlet for appliances.

The upper plug of the holder swings free and adapts itself to any socket, whether angle type or vertical.



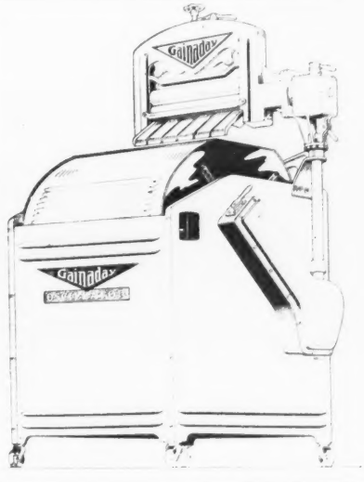
Radio Telephone Receiver

Electrical Merchandising, August, 1922

These "Universal-type" radio telephone receivers are so called because they are designed to give equally good results on both crystal and vacuum tube sets, and are also adapted for use with loud-speaking units.

The case is made of drawn aluminum, light but rigid. The Navy type of headband is used, the wire being music wire with a sanitary covering made of a seamless tubular webbing. Type A has a resistance of 2,700 ohms, type B 2,000 ohms.

The Roller-Smith Company, 233 Broadway, New York City, is the maker.



Oscillating-Type Clothes Washer

Electrical Merchandising, August, 1922

A new cabinet-type oscillating electric washer has just been announced by the Gainaday Electric Company, Pittsburgh, Pa. This company is now sole distributer for the Gainaday cylinder-type washer, ironer, suction cleaner and hand iron manufactured by the Pittsburgh Gage & Supply Company.

Among the features of the new washer are, an all-metal wringer with a patented device to insure even pressure; a seven-sheet capacity copper tub, tinned inside; a simple worm-driven mechanism with all parts enclosed; a circuit breaker switch which automatically stops the motor in case of an overload; a sheet steel reinforced cabinet finished with battleship gray enamel; a strong splash-proof motor directly connected with the mechanism; and large easy rolling single swivel casters.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

Gossip of the Trade

Glimpses of Electrical Men at Work, at Play, and in Convention— as Caught by Lens and Pencil

Summer Convention of Lighting Fixture Manufacturers

The summer meeting of the National Council of Lighting Fixture Manufacturers was held at Cleveland, June 28 and 29. Newton D. Baker, former Secretary of War, welcomed the delegates to Cleveland, and there were talks by F. D. Lake, American Woodenware Association, on "Cost Accounting"; F. Bartholomew, Cooley & Marvin Company, on "Cost Records"; Col. Leonard P. Ayres, Cleveland Trust Company, on "Prospects for Building Construction," and Albert Wahle, chairman of committee on revision of by-laws.

Indianapolis, Cleveland and Toledo have tendered offers for the 1923 Lighting Fixture Market, which is to be held the last week of January, but the place of the 1923 Market has not yet been decided.

In order to co-ordinate more closely the work of the Manufacturers Council and the Lighting Fixture Dealers Society of America, the offices of the latter have been moved to the Council's headquarters, 231 Gordon Square Building, Detroit Avenue and West 65th Street, Cleveland, and the Dealers' Society affairs placed in charge of the secretary of the Council, Charles H. Hofrichter. J. L. Wolf resigned as secretary of the Dealers Society, August 1, and will devote his time to electrical interests in Cleveland. While the new plan contemplates the co-ordination of the work of the two bodies, it is specifically stated that each will keep its individual identity.

The Ohio Electric Manufacturing & Sales Company, of Cleveland, Ohio, has been incorporated with a capital of $25,000 to manufacture and deal in all kinds of electrical supplies and equipment. Incorporators are Walter G. Powell Lewis J. Rieske, R. J. Kline, Robert W. Kenworthy and C. E. Moorhouse.

W. T. Blackwell has been appointed manager of the interior lighting section of the merchandising department, Westinghouse Electric & Manufacturing Company, with headquarters at South Bend, Ind.

John F. ("Johnnie") Killeen, is now in charge of sales for the Mitchell Vance Company, Inc., New York, manufacturer of lighting fixtures. For the past 15 years, Mr. Killeen has been associated with the General Electric Company. His long service with this company led through a steady course of promotion over a period of eight years, until in January, 1916, he was appointed general manager of the electrical heating device department located at Pittsfield, Mass. In 1918, the Edison Electrical Appliance Company was formed and in January, 1919, Mr. Killeen joined the staff of the Edison Electrical Appliance Company at Chicago. At the end of the year, Mr. Killeen was transferred to the general offices of the General Electric Company in New York City, as assistant to A. K. Baylor. For the past three years in this capacity, Mr. Killeen has devoted himself particularly to the business of the Edison Electrical Appliance Company of Chicago, the Harley Machine Company of Chicago, and the Electric Vacuum Company of Cleveland, with the holding companies and central stations generally.

Joseph V. Guilfoyle has been appointed sales manager of the Gainaday Electric Company, distributors of Gainaday electric washers, ironers and cleaners, manufactured by the Pittsburgh Gage & Supply Company, Pittsburgh, Pa.

Mr. Guilfoyle has a wide acquaintance among central station men, dealers, jobbers and manufacturers of electrical household appliances, having spent sixteen years associated with some of the largest concerns in the electrical industry, including the New York Edison Company, Yonkers Electric Light & Power Company, N. Y., United Electric Light & Power Company, N. Y., Western Electric Company, American Electric Heater Company, Ohio Electric Company, N. Y., and the Apex Electrical Distributing Company, from whom he resigned June 1 as Mid-West district manager.

The Resco Radio Company, of Cleveland, Ohio, has been incorporated with a capital of $5,000 to buy and sell supplies and equipment for radio installations. Incorporators are John A. Elden, J. G. Janes, F. C. Moore, M. E. Molner, and M. H. Burns.

Walter M. Fagan has resigned as manager of the appliance division of the Edison Electric Appliance Company, Chicago, after eight years of service with the company and predecessor, to take a responsible position with the Chicago Flexible Shaft Company, 5600 W. Roosevelt Road, Chicago.

M. C. Rypinski, formerly radio sales manager of the Westinghouse Electric & Manufacturing Company has been elected vice-president and sales manager of C. Brandes, Inc., wireless headset specialists, 237 Lafayette Street, New York City.

The Wise-McClung Manufacturing Company of New Philadelphia, Ohio, manufacturer of the "America" electric cleaner, held a sales meeting on June 26 to 30, which was attended by the following field representatives: C. A. Spaulding, W. W. Blazo, H. N. Woollatt, J. A. Murphy, W. J. Hoskin, Jr., and E. S. Rhodes. Dr. Allison and C. A. Reeves, representing the company's Pittsburgh distributers, also attended the first two days' sessions, Dr. Allison addressing the meeting on June 27. W. J. Wise, president of the company presided. "The purpose of the meeting," reads the company's account of the meeting, "was to define the company's sales policy for the last half of the year." The representatives reported a favorable outlook for business in their respective territories.

The McGraw Company of Omaha and Sioux City, together with the Central Telephone & Electric Company of St. Louis, announces the consolidation of the two companies under the name of the McGraw Company, with its St. Louis headquarters at 2018-2020 Locust Street, St. Louis. Both companies have for years handled practically the same lines, among the most important being the Westinghouse agency. No change in distributing agencies will be made. With this consolidation the McGraw Company becomes one of the largest wholesale electrical distributors in the country. F. D. Phillips, former president of the Central company, has become vice president of the new company and will remain in charge at St. Louis. William Saltmarsh, secretary and purchasing agent, will move to St. Louis, which will be the largest and most important point of the company.

The Standard Electric Sales Company of 105 West Monroe Street, Chicago, has been appointed central-western distributor for the Dover Manufacturing Company of Dover, Ohio.

The National Transformer Manufacturing Company of Chicago, manufacturer of radio supplies, transformers, electric toasters and heating devices, has moved to new and larger quarters at 154 Whiting Street. The company announces a new catalogue ready for distribution, copy of which will be mailed upon request.

Coming Conventions

ILLUMINATING ENGINEERING SOCIETY, *New Ocean House, Swampscott, Mass., Sept. 25 to 28.*

NATIONAL ASSOCIATION OF ELECTRICAL CONTRACTORS AND DEALERS, *Cincinnati, Ohio, week of Oct. 9.*

Frank B. Chapman has been appointed eastern sales manager for the Bryant Electric Company, succeeding George V. W. Ingham, who has resigned. He will make his headquarters at the factory in Bridgeport. Mr. Chapman's experience embraces nearly thirty years devoted to the electrical industry. In the early nineties he was connected with the Utica Electrical Manufacturing Company of Utica, N. Y., which was the construction department of the Utica Light & Power Company. When the department was abandoned Mr. Chapman with two other foremen incorporated the B. & C. Electric Construction Company of Utica. Later Mr. Chapman affiliated himself with the Roller Smith Company as salesman of precision instruments, circuit breakers, etc. Two years later he resigned to accept a position as field representative with the National Carbon Company. In November, 1912, Mr. Chapman resigned from the National Carbon Company and since that time has been field representative for the Bryant Electric Company in the Middle Atlantic and Southern States.

The Harry Brill Electric Company of Spartanburg, S. C. has installed a radio broadcasting outfit and three nights out of the week local artists sing for the benefit of radio receiving station amateurs. Besides giving musical concerts, Mr. Brill plans to broadcast lectures by lawyers, preachers, doctors and college professors. The sending outfit is an amateur arrangement, but permission will be asked of the government to install a larger apparatus. W. C. Ethridge, a licensed operator, will be in charge of the sending out of concerts.

Maxton R. Davies, formerly president of the Fidelity Advertising Agency, who is known to many electrical men, through his connection with The Laundryette Manufacturing Company, as their advertising agent over a period of several years, has established The Maxton R. Davies Company, at Cleveland, Ohio, with offices in the new B. F. Keith Building. The Maxton R. Davies Company is also handling the advertising of the Matthews Engineering Company, Sandusky, Ohio, manufacturers of isolated and electric light and power plants.

The Elwood Electric Company, Inc., is the new corporate name, of the former Liddell Electric Company, which has been reorganized with Clarence E. Bilton as president and treasurer, and C. Edgar Bilton as secretary. The plant and office of the company are at 2 to 4 Randall Avenue, Bridgeport, Conn. The concern has been manufacturing telephone equipment, binding posts, push buttons and other electrical items for seventeen years and is now producing radio head receivers and other radio apparatus. It has under development for early production other household electrical utilities that will be of general interest to distributers. Clarence E. Bilton, who has again become head of the business, founded it in 1905 (after a successful career as superintendent of the Connecticut Electric & Telephone Company, Meriden, Conn., and the Russell Electric Company, Danbury, Conn.,) known at that time as the Standard Manufacturing Company. In its early days the company made a limited line of electrical products. Mr. Bilton is also president and general manager of the Bilton Machine Tool Company of Bridgeport.

The Johns-Pratt Company of Hartford, who, until recently distributed its products through Johns-Manville, Inc., has now established a Pacific Coast branch office of its own. The new office in the Call Building, New Montgomery Street, San Francisco, will be in charge of A. J. Moan, who was associated with the Johns-Manville Company for a number of years and is therefore entirely familiar with the Johns-Pratt line of "Noark" fuses and protective devices, "Vulcabeston" packing and molded insulation.

The Eastern Electric & Trading Company of Bombay, India, announces that it is in the market for all kinds of electrical supplies, including telephones of every description, for which instrument there is a great demand in India. The company, whose Bombay address is Post Office Box 459, also has branches at Karachi, Lahore and Amritsar.

The Rome Wire Company, Rome, New York, has taken an interest in the Atlantic Insulated Wire & Cable Company, which will continue to manufacture its well-known brands of high-grade rubber-covered wires and cables.

Vincent Gray, who has been secretary of the Standard Electric Construction Company, 336 Camp Street, New Orleans, La., is opening an office in that city as a manufacturers' agent to handle the distribution of electrical goods for Mexico and Central and South America. Mr. Gray feels that New Orleans is the logical distributing point for these great sections and he is resigning his connection with the Standard Electric Construction Company after fifteen years' experience in the electrical business in New Orleans, in order to go into the new field.

The Aladdin Manufacturing Company, makers of "Dresalamps," "Desk-Flex," and "Tablelamps," has established a radio division in the company, which will manufacture complete radio sets as well as separate radio parts. The company will also operate a radio department in local electrical shops similar to the plan of its lamp department, and distribution will be made through its regular sales organization. G. M. Spencer is president of the company; W. F. Spencer, Jr., vice-president; and O. Sacksteder, Jr., secretary and treasurer.

Amarillo (Texas) Electric Show Workers Rewarded With Enthusiastic Help of Present Electric Appliance Users

During three days more than six thousand people visited the Amarillo (Texas) Electrical Show held in the sales rooms of the Amarillo City Light and Water Company, under the direction of W. B. McSpadden, new business manager. Though it was made clear that visitors were under no obligation to buy, many sales were made and a prospect list was secured that has been producing very satisfactory results. The electric show turned out to be an experience meeting of satisfied users. Previous customers by their testimonials helped sell the idea to visitors who did not yet own certain of the appliances offered, and in many instances these experienced owners were more enthusiastic over the appliances than the salesmen who were demonstrating.

Representing the manufacturers and distributors at the show were: W. H. Jones of the Hurley Machine Company, Chicago; S. Zercher and L. P. Bell, Western Electric Company, Dallas; R. W. Roessler, Westinghouse Electric & Manufacturing Company, Dallas; C. P. Bowman and James M. Ferguson, The Hendric & Bolthoff Manufacturing & Supply Company, Denver; Seth Strong, Jr., The Electric Specialty Company, Dallas; C. H. Kurz, Federal Electric Company, Denver; O'Day L. Chaney and Grady L. Beard, Hobart Manufacturing Company, Troy, Ohio; Lloyd Doolittle, Hoover Suction Sweeper Company, Dallas; T. M. Hamilton and Henry Thompson, Panhandle Radio Supply Company, also of Amarillo, Texas.

New Merchandise To Sell

(*Continued from third page preceding.*)

Solderless Connector

Electrical Merchandising, August, 1922

A solderless connector, to be applied wherever two wires or cables are to be connected is being offered by the Frankel Connector Company, Inc., 177 Hudson Street, New York City. The connector is also for use where one wire is to be tapped by another, or where a wire is to be connected through a terminal lug to a binding post.

These connectors come in cable taps, two and three way—collets, equalizers, swivel lugs, service box plugs, elbow connectors, etc., for any size wires.

Pistol Flashlight

Electrical Merchandising, August, 1922

A novelty flashlight that will especially please the small boy, is shaped like a pistol, and is made by the Franco Electric Corporation, Tillary and Pearl Streets, Brooklyn, N. Y.

Glue Pot

Electrical Merchandising, August, 1922

Its fixed heat automatic control is the feature of the "Ever-Ready" electric glue pot offered by the Rohne Electric Company, Minneapolis, Minn.

This device is constructed of heavy cast material assuring plenty of heat storage, and cannot be tipped over.

The heat unit is placed between the inner and outer wall, sealed with insulating compound, thus doing away with the troublesome water jacket. Heat is applied in a uniform manner, so as not to scorch the glue at the bottom of the container.

Safety-Type Starting Switch for Small Motors

Electrical Merchandising, August, 1922

It has usually been the practice to install a compensator with motors above 5 hp. in size, while motors in smaller sizes have been sold without control of any kind, and they are generally connected so that the motor is thrown directly on the line without any protection to the motor.

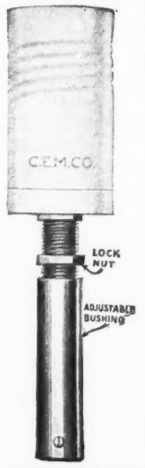
To meet the need for a safety starting switch for these small motors, the Krantz Manufacturing Company, 160 Seventh Street, Brooklyn, N. Y., has developed its "WK-10" and "WK-20" switches. They are identical in design, but range in motor capacity from fractional to 5 hp.

Both switches consist essentially of a quick make-and-break snap-switch cut-out mounted in a safety box with cut-outs. The thermal cut-out which affords overload protection is designed to open the circuit instantaneously.

Extension Candle Socket

Electrical Merchandising, August, 1922

The new "No. 11161," extension candle socket made by the Connecticut Electric Manufacturing Company, Bridgeport, Conn., is said to be especially strongly constructed so that the extension is rigid and does not require adjustment. The wires pass up through the center of the socket so that it can be screwed into place without twisting them.

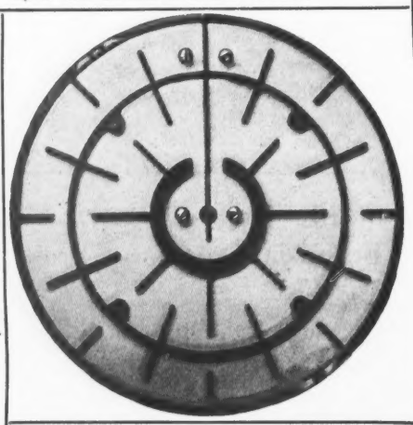


Radio Receiving Set

Electrical Merchandising, August, 1922

To provide the kind of receiving set the summer camper likes, Durham & Company, 1323 Pine Street, Philadelphia, are offering a complete line of radio telephones and apparatus.

The vacuum tube detector set, with one stage of radio frequency, and two stages of audio frequency, comes complete in a case with carrying handle and hinged cover. The wave length range is to 800 meters. A panel-type vacuum tube detector and two-stage amplifier are also offered in a mahogany-finished cabinet, as well as mahogany-finished, round-stop variometers, wound with green silk wire and unmounted.



Heating Elements

Electrical Merchandising, August, 1922

Circular heating elements that may be used for converting gas and coal ranges into electric stoves, as well as by electric range and appliance manufacturers, are now being made by the Edwin L. Wiegand Company, Pittsburgh, Pa.

The company has just added to its line of "Chromalox" elements a complete line of electric range lids and hot plate units ranging in size from 4¼ in. in diameter and 440 watts to 8¼ in. and 2,000 watts. Each is designed for three heats. The feature of these heating elements is that the resistor is moulded into the base under tremendous hydraulic pressure and is held rigidly in place by an insulating compound which is also a good heat conductor.

Storage Battery Terminals

Electrical Merchandising, August, 1922

Battery terminals said to eliminate the danger of corroding, by the use of non-corroding, soft metal for connecting, without the aid of screws, nuts, bolts or wedges, have been developed by Frasier & Marsh, 347 Naugatuck Avenue, Devon, Conn. The electrode is inserted in a loop, given a partial turn, and then locks itself by the aid of inclined planes. Being soft metal, it freezes together and will not vibrate loose.

Radio Loud Reproducer

Electrical Merchandising, August, 1922

The new "Callophone" tone-quality radio loud reproducer is an adaptation to radio use of the "Callophone" double lever mica diaphragm type, which reproduces signals, voice and music. It is made by Callophone Radio Products, 151 Grand Street, New York City.

The horn is of composition metal, black japan finish. The receiver and coil are enclosed in a mahogany case, piano finish, equipped with standard cords and terminals, to fit any standard phone plug. The reproducer is effective on one or more stages of amplification, depending on the distance from the transmitting station.

Commercial Lighting Fixture

Electrical Merchandising, August, 1922

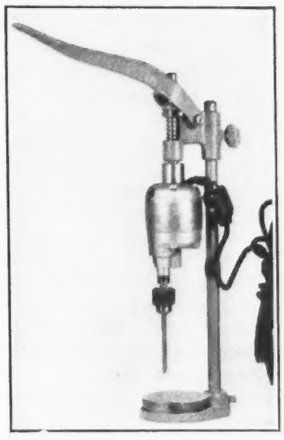
Designed especially for stores, offices, and schools is "Filterlite," the new glass ceiling fixture offered by the Duplex Lighting Works, 6 West Forty-eighth Street, New York City

These units are constructed of heavy, clear glass. All the prismatic surfaces are inside. The outside is smooth. The unit is enclosed, and the upper part slopes sharply to prevent dust accumulation.

Electric Drill Stand

Electrical Merchandising, August, 1922

The new "Jones" electric drill stand made by the Consolidated Instrument Company, 4 East Forty-second Street, New York City, has a 4¼ in. capacity and a universal motor operating on 110 volt circuits, 25-60 cycles. An automatic switch operates when the lever is pulled down.



Electric Heating Unit

Electrical Merchandising, August, 1922

The principal features of the new electric heating units brought out by the Dalton, Marsh Company, Danvers, Mass., are two coils of equal resistance which, when connected, give the following results:

One coil connected on 110 volts gives 250 watts; two coils in multiple on 110 volts gives 500 watts; two coils in series on 110 volts gives 125 watts. It can be supplied for 110 or 220 volt current. The unit thus gives three distributions of heat throughout its entire surface when wired as shown.

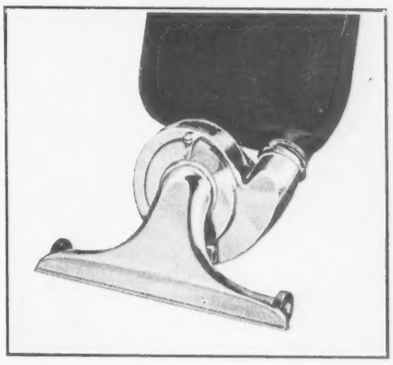
It is designed for suspension or for attachment to flat surfaces either on the ends or at any point along its surface. It is 24 in. long, and is intended for use in crane and elevator cabs; in automobiles; for keeping oils and greases at the proper temperature; for keeping frost from show windows; for brooders and incubators and for many other similar purposes.

Vacuum Cleaner

Electrical Merchandising, August, 1922

One of the features of the new "Eureka No. 9" vacuum cleaner, made by the Eureka Vacuum Cleaner Company, Detroit, is the 13½ in. nozzle which is tapered at the ends to increase the velocity of air at these points. This narrowed aperture is designed to remove the embedded dirt as well as clinging surface litter, pins and clips, without the aid of a floor brush.

Several other changes have been made to increase the convenience of operating the new model. Its wheels have been placed behind the nozzle to facilitate cleaning along baseboards and in corners, and the fan case exhaust vent has been lowered to insure unhampered use under low furniture and beds. The new detachable "sweep action" brush, also, is so designed as to fit tightly against the lips of the nozzle and yet permit a perfect seal between the floor covering and the nozzle lips when cramped into position. This same brush design has been incorporated in an upholstery brush which has been added to the attachment set for use with the standard aluminum nozzle.



Automobile Spotlight

Electrical Merchandising, August, 1922

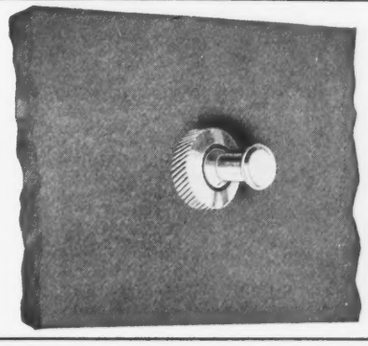
The "Innercontrol" spotlight offered by the Cincinnati Lamp & Bracket Company, Third and Race Streets, Cincinnati, Ohio, may be controlled from the driver's seat in either an open or a closed car. The outfit comes complete for installation. The light may be placed in the usual position on the windshield frame. A short arm with a handle extends to a point convenient for the driver. This arm controls the lamp at the driver's will. This is very handy in bad weather or in bad going, as the driver can operate the lamp without removing his eyes from the road ahead. This lamp is said to be equally effective on cars with wind wings or deflectors.

Utility Automobile Switch

Electrical Merchandising, August, 1922

For dash control of automobile lights, particularly added lights like courtesy and trouble lamps, a new utility auto switch is being made by the Cutler-Hammer Manufacturing Company of Milwaukee. To install it, only one hole is required, ⅞ in. in diameter. Through this, the long threaded stem is pushed, after which the locking nut is screwed in place. It is not necessary to drill or punch several holes, and no plate is required. Adjustment of lock washers both sides of the surface on which the switch is installed, permits securing the switch to all thicknesses of metal or wood.

The operation is by means of a nickel-plated push and pull putton.

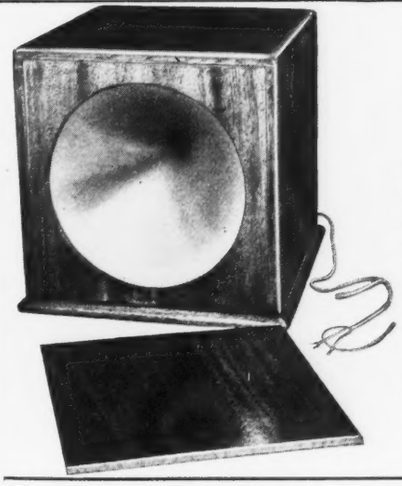


Combination Water Heater and Steam Generator

Electrical Merchandising, August, 1922

For homes where radiators are desired to take the chill off in cold rooms, and where there is not a regular heating plant, the Motovic Products Corporation of Detroit, Mich., is offering the "Dual" water heater and steam generator. This heater not only maintains a constant supply of hot water at a predetermined temperature through thermostatic control, insuring hot water at all times without attention, but through its dual control valve serves the purpose of changing the heating coil from heating water to generating steam.

The dual heater is practically adapted for use in the home or any other place where hot water or steam may be required. The valve may be operated by a remote control located in any convenient situation away from the heater. Steam may be had in a few seconds when desired. It can also be used for furnishing steam for dish and clothes washers and other purposes.



Clear Speaker for Radio Use

Electrical Merchandising, August, 1922

A loud speaker for radio use which embodies a horn made of a material designed to be non-susceptible to vibration, is being manufactured by the Davistone Company located at 4037 Harrison Street, Chicago, Ill.

Tests made with loud speaking devices using this horn have demonstrated, the company explains, the superiority of this new composition over horns made of wood or metal. Added clearness and volume in reproduction are claimed for the device. The illustration shows the company's clear speaker equipped with the new horn. It is also possible to purchase the horns separately.

Canopy Ceiling Light

Electrical Merchandising, August, 1922

A small ceiling light is frequently all that is needed for halls, over stairways, under balconies, or in bedrooms and alcoves, and the new canopy offered by the Friedley-Voshardt Company, 733-37 S. Halsted Street, Chicago, uses no shade holder but takes a single lamp or a clear or frosted ball.

The plate has a diameter of 7¾ in. and a depth of 2 in.

Continued on third page following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card

A Summer School for Commercial Organization Secretaries

The first national school for commercial secretaries, organized by the Chamber of Commerce of the United States and the National Association of Commercial Organization Secretaries, in co-operation with Northwestern University, will hold its second session at Northwestern University, August 21 to September 2, 1922.

To Revise Parcel-Post Rates

In view of the fact that increased costs of handling parcel-post mail necessitate a corresponding advance in parcel-post rates, Postmaster General Hubert Work is writing to a large number of parcel-post users to get their views on the proposed change.

Since January 1, 1913, when parcel-post service was instituted, there has been practically no change in the rates of parcel-post service. Then the parcel post business comprised less than 5 per cent of all the mail handled; now it is more than 60 per cent.

The cost of railroad mail transportation has increased 60 per cent, salaries of assistant postmasters 65 per cent, city delivery carriers 35 per cent, railway mail clerks 74 per cent. Large increases have been made in the salaries of rural route carriers and others in the service. These increases amounted to more than $300,000,000 for 1921 above those of 1913.

Two remedies have been suggested:

1. To enact a service charge of one or two cents on each parcel mailed, regardless of weight or zone.
2. To readjust rates by weight and zone.

The replies which the Postmaster General receives from large users of parcel post are expected to carry weight with the post office department in its decision.

The Black & Decker Manufacturing Company of Towson Heights, Baltimore, announces the establishment of a new Detroit office in the General Motors Building. C. G. Odell, assistant to the president, will use this office as his base, in addition to which it will provide headquarters for the local Detroit representative.

The Falkenbach Manufacturing Company, Inc., formerly located at 159 East Fifty-fourth Street, New York City, has moved to its new three-story factory at 429 Whitlock Avenue, where the company's greatly increased production facilities will provide for the growing demand for wood-fibre lighting fixtures, lamps and art objects. The Falkenbach Manufacturing Company has been manufacturing wood-fiber products for over seventeen years. A new catalog on wood-fiber lighting fixtures has just been issued, which is available upon application.

The Air-o-phone Corporation of 122 Fifth Avenue, New York City, manufacturer of the Air-o-phone, has completed an amalgamation with the National Phonograph Company of Canton, Pa. Under the new arrangement Air-o-phones will be manufactured and assembled at the plant of the National Phonograph Company at Canton. The production will be in the neighborhood of 300 machines weekly. Lewis T. McFadden, president of the National Phonograph Company, and U. S. Congressman from the Fourth Pennsylvania District, has been elected vice-president of the Air-o-phone Corporation.

George B. Foster and W. L. Abbott, of the Commonwealth Edison Company, Chicago. Foster is Chicago's well-known patron of the radio arts, and when he took as his slogan "Broadcast Chicago Opera or Bust!"—well, you can read the outcome in his 75-millimeter smile!

The Tubular Woven Fabric Company of Pawtucket, R. I., manufacturer of "Duraduct" and "Duracord," has recently made the following changes within its respective territories: Gray Jones, formerly at Pittsburgh, now has his headquarters at Cincinnati, 604 Mercantile Library Building. He will take care of southern Ohio, southern Indiana, western Pennsylvania, West Virginia and Kentucky; Ernest C. Alcott has been transferred from Detroit to New England, with headquarters at Boston; and H. W. Kilkenny, from the Cleveland office, will cover Detroit and Michigan, in addition to northern Ohio, northern Indiana and western New York.

Samuel Pearson, formerly president and sole owner of the Washington Light Company, Chicago, has sold out his entire interest in this company and has organized the Pearland Radio & Electric Corporation, Inc., with offices at 184 West Washington Street, Chicago, for the manufacture and distribution of radio supplies and equipment.

Harvey Ball of the Ball Electric Company, Burley, Ida., has closed a contract to build, and will operate, a transmission line from the town of Hansen, Idaho, to Murtaugh, Idaho, serving Murtaugh and the farmers enroute. The power will be bought from the Idaho Power Company and distributed over a 11,000-volt line, then transformed down to 2300 and 110 volts. The new company will be known as the Murtaugh Light and Power Company, and Mr. Ball will be president.

The National X-Ray Reflector Company of Chicago, has increased its staff of resident engineers and enlarged its studios to insure more close and prompt co-operation with the trade on lighting matters. New resident engineers have been appointed at Philadelphia, Cleveland and St. Louis. George P. Prichett, with headquarters at 603 Penfield Building, Philadelphia, is assisting J. R. Henry in the Philadelphia territory. Robert P. Burrows is assisting Ivan M. Kirlin in northern Ohio, with headquarters at 750 Prospect Avenue, Cleveland, while John S. Gulledge is helping H. P. Bourkard, Southern district manager for Illinois, eastern Kentucky and Missouri. Mr. Gulledge is located in the Chemical Building, St. Louis.

The Manufacturers Electrical Corporation has been organized at 123 West Madison Street, Chicago, to act as representative in the Middle West for a number of manufacturers of electrical equipment, including household appliances, switching equipment, circuit breakers, wiring specialties, transformers, moulded insulation, wire and cable, and other apparatus. The purpose of the company, as outlined by Edgar Switzer, vice president and general manager, is to provide representation for manufacturers producing somewhat limited lines. The corporation is planning to take on the exclusive sales representation of a number of non-competitive manufacturers and to travel the territory covered by such manufacturers, advertising the products the corporation is selling.

J. M. Pratt, who has been associated for a number of years with the Rumsey Electric Company, manufacturers' representative for the Pittsburgh Transformer Company and the Sangamo Electric Company, with offices at 1007 Arch Street, Philadelphia, has recently been appointed assistant sales manager for the company.

The Ajax Electric Specialty Company of St. Louis, a recent announcement states, has placed on the market a line of radio parts which it is selling to the jobber and manufacturer of complete apparatus. "We are adding to our line continually," says James S. Cuming, president of the company, "and as soon as we can catch up on our orders expect to issue full illustrated catalog and price sheet on this line of our manufacture."

"Industrial Engineer" Is New Name of "Electrical Review"

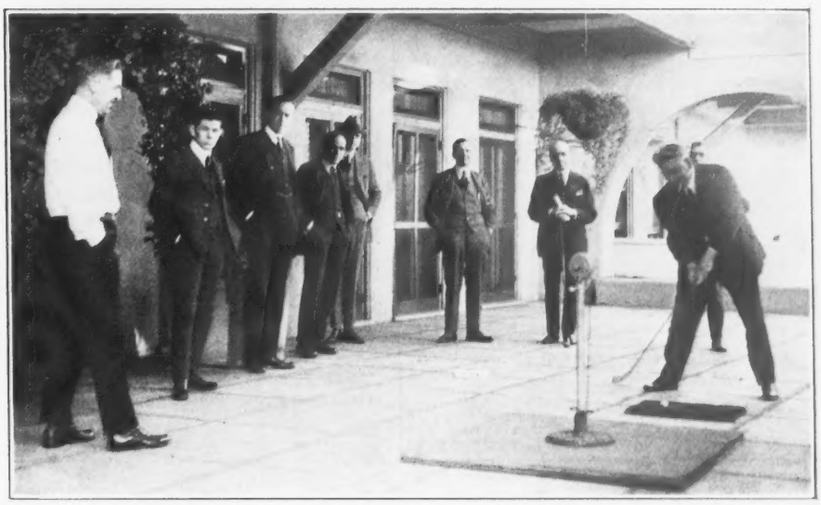
When the McGraw-Hill Company purchased the *Electrical Review* of Chicago in December, 1921, the purpose was to make a new kind of electrical paper—one that would amplify and extend *Electrical World's* and *Electrical Merchandising's* service to the industry. The *Electrical Review* under McGraw-Hill management has been devoted to the maintenance and operation of electrical and associated mechanical systems in mills and factories, and in furtherance of that idea, the paper was changed from a weekly to a monthly and the name to *Electrical Review and Industrial Engineer.*

Finding that the time has now come for the name to more adequately and prominently reflect the real spirit and scope of the paper, the name "Electrical Review" has been dropped from the main title and, effective with the July number, the paper will be known as

"INDUSTRIAL ENGINEER
—Devoted to the Maintenance and Operation of Electrical and Associated Mechanical Systems in Mills and Factories."

The Radiograph Company has been chartered at Cleveland, Ohio, with a capital of $25,000 to manufacture and deal in all kinds of radio equipment and supplies. Incorporators are John A. Elden, M. E. Molner, M. A. Burns, F. W. McLean and G. Adams.

J. H. "Harry" Sroufe of the Jaggar Sroufe Company, Portland, Ore., contractor-dealers. "Harry" is telling Mrs. Sroufe, how, just following his re-election as president of the Oregon Association of Contractors and Dealers, he almost scored the winning run for the contractors in the annual ball game between that group of the Coast's electrical industry and the jobbers. Mrs. Sroufe is highly in favor of conventions.



"Charlie, the Champion" is the caption our scenario editor suggested for this picture, which perhaps explains why Charles Hillis, vice-president and treasurer of the Electric Appliance Company, San Francisco, wins all of the cups at conventions. At a recent jobbers' convention the delegates lost count of the number of times "Charlie's" name was read from the various cups.

No, it was not raining in Los Angeles the day this picture was taken, but the various members of the advisory committee of the California Electrical Co-operative Campaign were just demonstrating their prowess. Left to right, they are K. E. Van Kuran, Los Angeles manager Westinghouse company; Glenn Arbogast of the Newbery Electric Corporation, Los Angeles; H. H. Courtright, manager Valley Electric Supply Company, Fresno; C. L. Chamblin, California Electrical Construction Company, San Francisco; N. W. Graham, Los Angeles; Robert Eltringham, manager of the Co-operative Campaign, at home anywhere in California; A. W. Childs, superintendent of sales, Southern California Edison Company; "Charlie the Champion," and George T. Bigelow, Riverside.

New Retail Electrical Stores

ALABAMA

Birmingham—Bell Radio Corporation, 1913 Fifth Avenue North. Frank Nelson and others.

ARIZONA

Phoenix—The Globe Radio Company. K. V. Tadlock and others.

ARKANSAS

Eureka Springs—Carroll County Utility Company, successor to Eureka Springs Electric Company.

CALIFORNIA

Arcadia (Los Angeles County)—P. H. Jones, First National Bank Block.

Los Angeles—F. Rechenmacher & Son, 6227 Pasadena Avenue. Electrical appliances, lighting fixtures and furniture.

Marysville (Yuba County)—Lester Lack, Second Street.

Selma (Fresno County)—F. P. Vandergriff.

CONNECTICUT

Hartford—J. A. Haines, Radiofone Sales Company, 410 American Industrial Bank Building.

Gilford Electric Company, 289-291 Asylum Street. E. L. Gilford, president and treasurer; Beatrice Gilford, secretary. Lighting fixtures and electrical supplies.

New Haven—Plymouth Electric Company, Plymouth Building, 155 Court Street. R. J. Mailhouse in charge of appliance department; G. B. Lewis, radio department, and J. N. Golding, construction department.

Noroton Heights — Noroton Electrical Contracting Company, H. Ross, proprietor.

DELAWARE

Wilmington—Electric Company of Delaware, moved to 108 West Seventh Street.

Judson C. Burns, Inc., moved to 102 West Seventh Street.

ILLINOIS

Chicago—Midwest Radio Central, Inc., 59 East Van Buren Street. J. Elliott Jenkins and others.

Premier Radio Equipment Company, 21 East Van Buren Street. C. H. Macklin and others.

Trico Electrical Company, 560 West Adams Street. Albert S. Ginsberg and others.

Dolton (Cook County)—William Krisch, 221 Lincoln Street.

East St. Louis—Binnette Electric Company, 411 Collinsville Ave.

Geneva (Kane County)—Eclipse Radio Company. H. E. Kranz and others.

Springfield—Arteraft Electric Company, 514 West Capitol Avenue. E. Hopkins and others.

Steeleville—Fortney & Heatam, West Main Street.

INDIANA

Gary—Best Electric Shop. W. E. McCullough and others.

Logansport (Cass County)—David & Miller, 519 Broadway.

Vincennes (Knox County) — William Nicholson and Carl Loertz. Radio.

IOWA

Osceola—Consumers' Electric Company.

KANSAS

Neodesha—C. R. Wilcox and C. A. Chapman, 116 South Fifth Street.

Seneca (Nemaha County)—A. B. Cope Electric Shop.

Wichita—Richmond Electric Company, 237 South Topeka Avenue.

KENTUCKY

Owensboro (Daviess County)—Hitt Electric Company. L. Lambert and others; successor to Lambert Grisham Hardware Company.

LOUISIANA

New Orleans—New Orleans Radio Electric Shop, 609 Commercial Place.

MAINE

Belfast (Waldo County)—East Radio Company. R. Herman Cassens and others.

Kittery (York County)—First National Radio Corporation. Elmer J. Burnham and others. Successor to Hub Radio Company.

MARYLAND

Hagerstown—United Electrical & Wireless Company, 133 East Antietam Street. Piper & Trout, proprietors.

MASSACHUSETTS

Boston—B. Q. M. Company. Everett C. Quiner, 73 Tremont Street and others.

Beaudette & Graham Company, moved to 915 Boylston Street.

Electric Products Company. Joseph Redshaw, 4 Graves Avenue, Lynn, and others.

David T. Meskill Company, Inc. David T. Meskill, 9 Gilmore Terrace and others.

MICHIGAN

Ann Arbor—A. J. Voght.

Detroit—Abel Electric Company, 571 Josephine Avenue.

Master Machine & Radio Company, 204 Bates Street.

Wills Electric Company, 4205 Third Street.

New Merchandise To Sell

(*Continued from third page preceding.*)

Soda-Fountain Drink Mixer

Electrical Merchandising, August, 1922

Drinks made with the "Air-O-Mix Aerator," the soda fountain drink mixer offered by the Air-O-Mix Corporation, Moore and Water Streets, New York City, are mixed by having thousands of tiny air bubbles forced through the mixture. Egg drinks, malted milk and frosted drinks can all be made more quickly and with less attention by the clerks, according to the maker, and the air bubbles produce a fluffy and light mixture.

The device works automatically and when the clerk places the container in the carriage and presses the button, the carriage rises so that the spindle enters the mixture to the proper depth. The motor then starts.

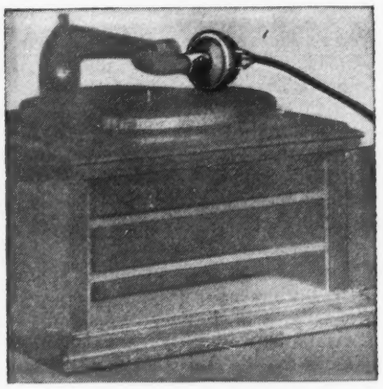
The mixing spindle is hollow. When the motor starts, the spindle revolves, creating a vacuum at the lower aerial tubes. The air sucked down is broken up into minute particles and forced into the liquid, producing the light and fluffy effect.

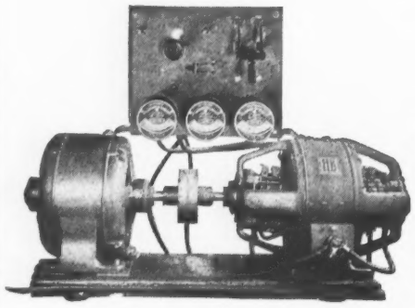
Radio Phonograph Attachment for Loud Speaking

Electrical Merchandising, August, 1922

To enable the sounding box of a phonograph to be converted into a radio loud speaker, a phonograph attachment device, complete with the sound receiving unit attached to the receiving station, is being offered by Stanley & Patterson, Inc., West and Hubert Streets, New York City. The attachment may be had alone, without the sound receiving unit, or it may be had with the sound receiving unit.

The only change necessary is to remove the reproducing unit of the phonograph and slip the "Deveau" attachment into the socket. These attachments may be had for all kinds of phonographs.





Constant Potential Charging Outfit

Electrical Merchandising, August, 1922

Charging batteries in an average time of six to eight hours—using ¼ less current—halving the number of rental batteries necessary—these are some of the advantages claimed for its new constant-potential charging outfit by the Hobart Brothers Company, Troy, Ohio.

With constant potential charging, batteries draw in just the amperage needed, which automatically is reduced as the battery becomes more nearly charged. The batteries themselves regulate the amount of current they take in, so that heating is practically eliminated.

Meter Testing Load Box

Electrical Merchandising, August, 1922

A new meter testing load box weighing only 6 lbs. has been placed on the market by the Dalton, Marsh Company, Danvers, Mass.

The load boxes are made for 25 and 50-ampere capacity—operating on 110 or 220 volts. The buttons on the top are for obtaining different load adjustments varying from .25 to 25.0 amperes. Ratings are plainly marked on the respective buttons.

The removable units are mostly 1.25 ampere capacity. Each unit can be removed without disturbing the other units and is marked and easily separated.

Vacuum Tube Detector and Tuner

Electrical Merchandising, August, 1922

The Ralph B. Carter Company 152 Chambers Street, New York City, is offering a vacuum tube detector and tuner, the "Carterfone." The device is not regenerative, and so, according to the maker, howling and whistling are eliminated. But a special hookup is designed to obtain the same volume as with the regenerative sets.

All wires are imbedded in an insulating material which covers the bottom of the case, to prevent loosening of the wires. The case has a hinged cover, and may be had in mahogany or walnut finish.

Coffee Urn Heater

Electrical Merchandising, August, 1922

An electric coffee urn heater designed for use in hotels, restaurants, cafeterias, or wherever large coffee urns are used, is being made by the Westinghouse Electric & Manufacturing Company.

This heater gives three different heat intensities and is operated by means of a three-heat indicating snap switch. It does away with the use of matches and eliminates smoke and soot.

The heater is made in two sizes, 8 and 10 in., two wattages, and several voltages. The 8-in. size is designed for use with 5- and 6-gal. urns and the 10-in. size for urns of larger capacities.

Time Switch Clock

Electrical Merchandising, August, 1922

A new time switch clock with 8-day clock movement, enclosed in a watertight iron case and adapted for use in standard street posts, has been developed by the American Time Switch Company, Frankford Avenue, Cleveland, Ohio. The movement is connected with a 24-hr. dial to which are attached tripping levers.

A separate motor which is used for actuating the switch-operating mechanism has been designed entirely independent of the clock movement. When the levers attached to the time dial, set to the time desired for switching the electric current on and off, come to a vertically placed arm, the contact initiates the actuating of the motor through a shifting mechanism. By means of this mechanism there is an instant turning on or off of a rotary switch.

In connection with this mechanism used for instantaneous switching, there has been evolved a combined breaking and locking arrangement, connected with a spring-pressed pawl used for slowing down the motor, thus preventing concussion and injury to the gearing, and also insuring the durability of the parts and continued accuracy of operation.

Radiophone Headset

Electrical Merchandising, August, 1922

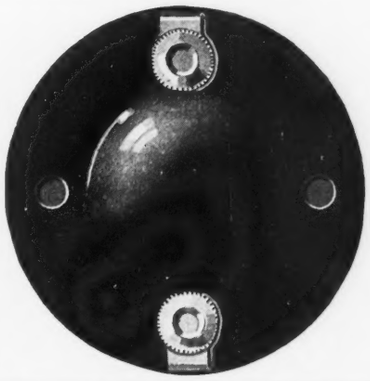
A new radiophone headset, shown in the illustration and known as the "Gold Stripe" headset is being offered by the Delta Electric Company, Marion, Ind.

Automobile Headlight Control

Electrical Merchandising, August, 1922

To have the headlight control in a handy location, the "Rex" headlight control made by the Rex Manufacturing Company, Fond du Lac, Wis., places the lighting control directly below the steering wheel on the column. A large-size lever switch operated by the pointer finger (not interfering with driving) governs the headlight, which may be regulated from a dim glow to a sharp, penetrating beam.

This device is designed for use on any car with any lighting equipment.



Fixed Condenser

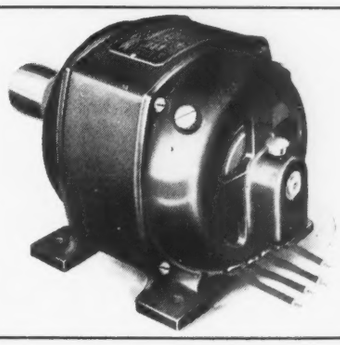
Electrical Merchandising, August, 1922

The Fernando C. Mesa Company of Irvington, N. J., has placed on the market a radio condenser with a porcelain case as insulator, and the mica used between the plates is India mica said by the maker to be inspected after splitting and cutting. The plates are of the round type.

Repulsion-Induction Motors

Electrical Merchandising, August, 1922

The Leland Electric Company, Dayton, Ohio, is producing a line of small motors ranging in sizes from ½ to ¾ hp., with odd frequencies and direct current types in interchangeable frames. Special attention has been given to the single-phase motors, which are of the repulsion-induction type. They are motors of low temperature ratings carrying continuous rated outputs under 30 degrees centigrade. Special features of design supply the motor with a non-stalling torque of 400 to 600 per cent. and a pull-up of above 200 per cent. of full load.



Rotary Rectifier

Electrical Merchandising, August, 1922

A rotary rectifier with a capacity of 1,500 watts and capable of charging 14 or 16 6-volt batteries at 15 amp., or 30 6-volt batteries at 6 to 8 amp., has been developed by the King Electric Manufacturing Company, Inc., Tonawanda, N. Y.

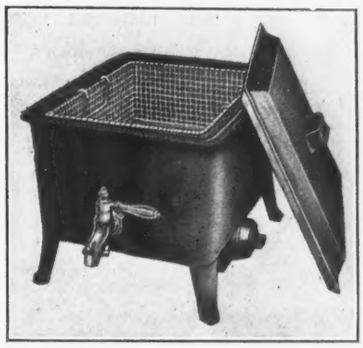
An auto-transformer made of pure silicon iron, a selector-switch consisting of two double-pole switches which are controlled by the relay, and a polarizing relay mounted on a slate base containing the permanent magnet and large carbon and copper contacts, are features of the device. A ¼ hp. synchronous motor is also provided, designed especially for this rectifier. The control is made up of hard drawn brass segments over which a suspended brush passes and makes the various contacts. The switch is built of hard rubber and possesses a high dielectric strength. The dimensions of the rectifier are 13½ in. by 9 in. by 17 in. and its net weight is 100 lb.

Electric Fish Frier

Electrical Merchandising, August, 1922

For restaurants, clubs, and institutions, an electrically heated fish frier for frying fish in quantities has been placed on the market by the Carron Company, Carron, Stirlingshire, England.

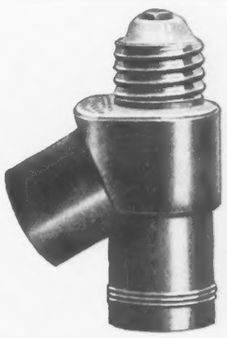
The utensil is of cast iron, and has a removable wire basket inside, to hold the fish. It measures 20 by 18 by 7 inches, and has a three-heat, rotary, indicating switch.



Refillable "B" Battery

Electrical Merchandising, August, 1922

A feature of the "Hipco 'B'" battery for use on the vacuum tube plate circuits of radio sets is its replaceable cell construction. Noiseless operation is claimed for the battery by its makers the Hipwell Manufacturing Company, 825 North Avenue, West, Pittsburgh, Pa. Replacement cells are furnished by the company and can be inserted without the use of a soldering iron if so desired.



Side Outlet Plug

Electrical Merchandising, August, 1922

The Anylite Electric Company of Ft. Wayne, Ind., has just put on the market a new side outlet plug designated as the "Anylite TP-2." Its construction is similar to that of the "Anylite" twin plug, the cover being of cold molded insulation and the legs of hard vulcanized fibre. The lower leg is threaded for a "Uno" shade holder, so that the lamp and shade are held in correct relative positions, the tap for appliances being made above the shade.

Indirect Lighting Attachment for Vases

Electrical Merchandising, August, 1922

Various types of vases can be converted into lamps that provide both indirect and direct lighting for the room, by means of a new lamp attachment brought out by the De-Lite Lamp Company, 80 Boylston Street, Boston, Mass.

The clusters are made in several different styles, one of which is a three-light combination comprising a center indirect light and two side adjustable lights separately controlled. A modification of this type is the cluster fitted for direct lighting. Single lights with or without reflectors may be obtained, or clusters without a center light but having two or more side lights.

Silk-shade holders are provided which permit the side lights to be turned upwards and close to the frame, enabling a small shade to be used with the lamp. By the addition of the wire-frame top any type of shade may be used. The shade holder has four adjustable hooks and is fitted with a patented locking device. The unit is finished in brushed brass.

Triple-Duty Socket

Electrical Merchandising, August, 1922

The new triple-duty socket made by the Beaver Machine & Tool Company, Inc., Newark, N. J. has a highly polished unbreakable case, and is intended especially for dining room and kitchen use, where two appliances and a lamp may have to be used at the same time.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

New Retail Electrical Stores

(Continued from page 115.)

Howell (Livingston County)—Holland Briggs & Maurice Purdy. Radio supplies.

F. W. Hubbel and A. G. Fournier. Radio supplies.

Lansing—Blue Light Electrical Company, new branch at 217 South Grand Avenue. Moving stock from Ann Arbor store to Lansing.

Mt. Clemens—Appliance Store, 34 North Front Street. O. Still, proprietor.

MINNESOTA

Minneapolis—Little's Appliance Shop, 3333 Aldrich Avenue South. A. F. Little, proprietor.

MISSOURI

Bloomfield (Stoddard County)—William Fulkerson and Ollie Butler. Successor to William T. Toole.

Carrollton—Carroll County Electric Company.

Kansas City—Premier Service Company, 1103 Walnut Street.

NEBRASKA

Tekamah (Burt County)—Ivan Tucker. Radio supplies.

Wahoo (Saunders County)—Wahoo Electric Company, 535 Broadway Street. Albin Johnson, proprietor. Dealers in Delco light plants, fixtures, etc.

NEW JERSEY

Haddonfield—Haddonfield Electric Supply Company, 45 East Main Street. Aceto & McClelland, proprietors.

Plainfield—United Electric Stores Service, moved to 300 West Front Street.

NEW YORK

Lakewood (Chautauqua County)—Lakewood Electric Company. E. J. Anderson.

Little Falls (Herkimer County)—Weaver Electrical Company, West Main Street.

New York City—Devices Electric Corporation. Attorney: N. Ruttenberg, 165 Broadway.

Horowitz & Mantz, 2305 Third Avenue.

Bleyfeder Company, 88 East 109th Street.

E. Wachsman, 1496 Southern Boulevard, Bronx.

Kessler & Adler, 1117 Southern Boulevard, Bronx.

J. Alpert, 18 East 116th Street, new branch. Also in business at 12 East 116th Street.

Radio Parlor, 2671 Broadway.

Spartan Electric Corporation. Attorneys: Briessen & Schrenk, 50 Church Street.

When you get an opinion on the strength of a product from the White Lily Mfg. Company, Davenport, Iowa, you have the weight (960 lb.) of the board of directors back of it. They're inventoried as follows: H. O. Koehler, S. J. White, S. T. White, A. T. Blakemore, and C. H. Tappert.

Niagara Falls—The Falls Radiophone Company, 710 Fourth Street; Collingnon & Taylor, proprietors.

Olean—Greenburg Lighting Company, new branch store at 255 North Union Street. Also in business at Bradford, Pa.

Stow (Chautauqua County)—Mark Seymour.

Syracuse—Kieffer Electric Company, 606 Butternut Street.

Yonkers—Westchester Lighting Company, 5 North Broadway. Erecting new building on South Broadway between Strand Theatre and City Club. Yonkers Electric Light & Power Company will share ground floor with above company.

NORTH CAROLINA

Greensboro—Pierson's Light House, 120 North Elm Street. Wholesale and retail. L. R. Pierson, proprietor.

OHIO

Canton—Klein Battery & Electric Company. Walter E. Stewart and others.

Cincinnati—Cleartone Radio Company. W. J. Herschede and Walter Eberhardt.

Phoenix Radio & Parts Company, 119 West 4th Street.

Aaron Electric Company, 1417 Walnut Street.

Vacuette Suction Cleaner Company, 211 Lyric Building.

Norwood Electric Display Company, 2176 Florence Avenue.

Edwin J. Goetz Company, 47 Cambridge Street.

Herman Electric Company, 2107 Central Avenue.

Acme Radio Supply Company, 8 West Canal Street.

Gem Electric Company, 109 West 5th Street.

Howell Electric Motor Company, 2610 Union Central Building.

Mola Electric Store, 818 Vine Street.

Cleveland—Progressive Electric Company, moved to 5403 Broadway Street.

Radio Accessories Company A. R. Herske and M. B. Rubin.

Electric Supply Company, moved to 819 Prospect Avenue.

Fitch Electric Company, moved to 1272 Euclid Avenue.

Columbus—Electric Specialty Company, 83 East Long Street. Added radio department.

Columbus Radio Parts Company, 195 East Long Street.

United Radio Company; incorporators: H. A. Shoenberger, Stephen L. Young, J. B. Sanford and H. W. Walsh.

Premier Service Company, moved to new location at 64 East Gay Street. C. H. Smith, manager.

Mansfield—Foekerson Supply Company, 110-112 North Diamond Street. A. C. Forsythe and others.

Marietta—Marietta Plumbing & Electric Company, Putnam Street. Victor F. Morgenstern, proprietor.

Orrville (Wayne County)—J. M. Rollins, West Market Street. Successor to Norman Shoup.

Upper Sandusky—Edward Hitchcock and J. Clair Holland. Radio supplies.

Youngstown—W. F. Beil Company, moved to 512 Market Street.

OKLAHOMA

Newkirk (Kay County)—The Newkirk Electrical Supply Company, South Main Street. Harry A. Niday, proprietor.

PENNSYLVANIA

Coraopolis—Lynette Electrical Repair Company, 1361 Fifth Avenue. W. J. Kent, proprietor.

Hamburg (Berks County)—Beck Electric Company, Pearson Beck, 235 South Fourth Street.

Mahaffey (Clearfield County)—A. Gaylor.

New Brighton—George Pardoe, Fourth Avenue.

Philadelphia — Beaumont Radiophone Company, Inc., 114 North Juniper Street.

Gardiner & Hepburn. John Gardiner, Jr., 1800 Pine Street and others.

Modern Electric Fixture Company, moved to 420 Market Street.

Pittsburgh—North American Radio Corporation, B. M. Sapper, 2333 Sherbrook Street, and others.

TENNESSEE

Knoxville—L. P. McCauliffe, 315 North Broad Street. Successor to Fred Cantrell.

If you were in the Navy during the late international controversy, you remember the remarks of a certain Chief with three hash marks concerning the necessity of getting a deck clean enough to eat off'n. The Louisville Gas & Electric Company's Waterside station's boiler-room is so clean the Company invited the Louisville Electric Club in to have dinner. G. M. Miller, superintendent of the lighting company's lines, is the new president of the Louisville Electric Club.

TEXAS

Clarksville (Red River County)—T. G. Wilkins, east side of the Square.

Dallas—Radio Appliance Company, 302 North Ervay Street.

EssTee Radio Company, 1810 Commerce Street. J. G. Tomlin and K. E. Scheffler, proprietors.

Fort Worth—Tevis F. Morrow, Seventh and Throckmorton Streets. Formerly with the Morrow-Hurdleston Auto Supply Company.

New Braunfels (Comal County)—Comal Radio Laboratorium, 702 San Antonio Street.

Port Arthur (Jefferson County)—Ernest Brinkmann, 801 Procter Street. Adding line of electrical supplies to auto supply business.

Tuscola (Taylor County)—Abilene Gas & Electric Company. Erecting new store building.

Waco—Jones Electric Corporation, W. A. Perker and others. Incorporated capitalization $100,000.

WASHINGTON

Centralia—Buchanan Stevens Company, 109 South Tower Avenue.

Hub City Cycle Company. Adding line of radio supplies to sporting goods business.

Spokane—The Radio Store, Hugh F. McDonald, proprietor, First and Howard Streets.

WEST VIRGINIA

Shinnston (Harrison County)—C. C. Walls, Bridge Street.

WISCONSIN

Beloit—Byall Electric Shop, 408 Pleasant Street. F. S. Byall, proprietor. Also in business at Rockford, Ill.

Montague & Kingston, moved to 566 East Grand Avenue.

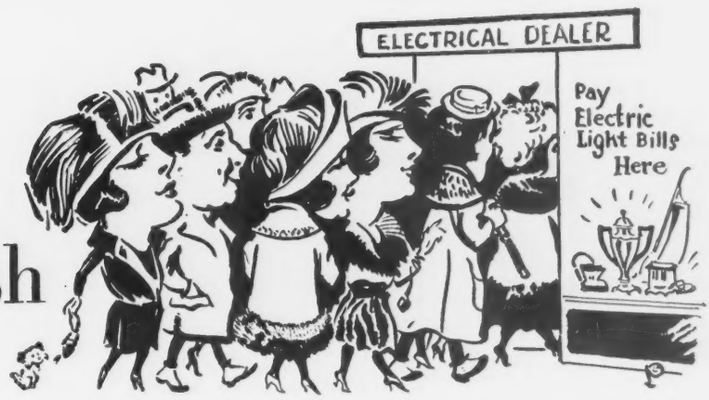
East Ellsworth (Pierce County)—Jay F. Quinn and J. W. Lambert, Siefert Building.

Milwaukee—J. & P. Electric Company. L. Fichaux, 120 Wisconsin Street and others.

M. Keller Electric Company, 815 Galena Street; recently incorporated; successor to M. D. Keller.

F. C. Nieman, North Avenue and Thirty-fifth Street. Radio shop.

Plymouth (Sheboygan County)—George Wacher.



The Buying Rush

for Lighting
for Appliances
for Radio

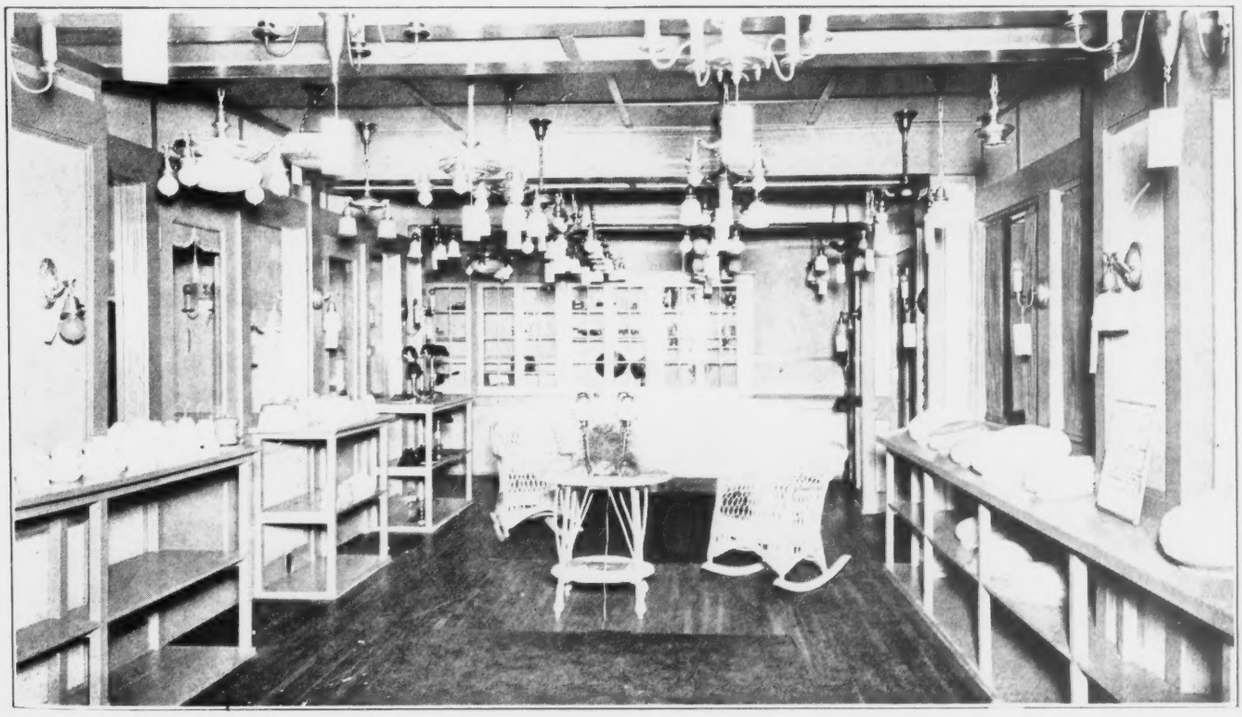
Starts with September!

Out September 1—the September Issue of "Electrical Merchandising" will be the big Fall Buying Number

STATISTICS for every kind of retail store show that the Fall months are always the great buying months for all classes of retail trade. Add to this normal seasonal increase, the 1922 rush for radio sets with the homecoming of vacationers and the passing of summer static; the call for better lighting equipment, with the advent of longer evenings; and the demand for labor-saving appliances as people settle back into home routine again,—and you can form an estimate of the busy days ahead for electric shops during the Fall months of 1922, beginning with September.

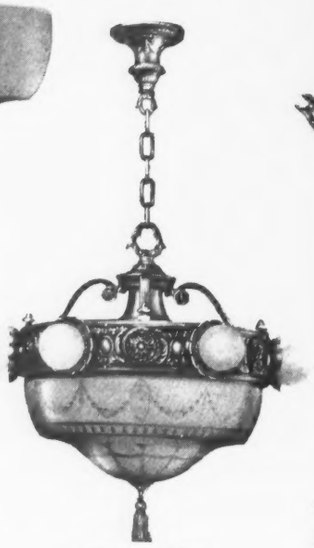
Timely articles in the September number of *Electrical Merchandising* will interpret the tendencies of 1922 buying, new trends in fixtures and lighting, the status of radio, the home field for selling lighting and for merchandising appliances, recent successful campaigns, the progress of the Electrify America movement, the newest ideas in "Home Electric" campaigns, wiring plans and ideas for electrical homes, hints for the contractor, profitable new lines to sell, new articles on the market, and all the latest news of the great industry of merchandising electrical service and devices.

The Fall Buying Number of "Electrical Merchandising" Advertising Forms Close August 15. Out September 1



There Is a Da-Ray Unit for Every Commercial Need!

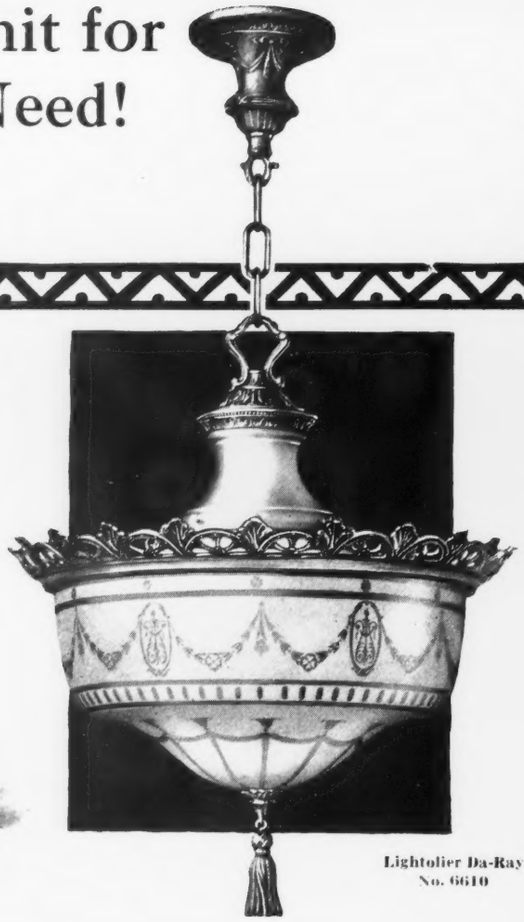
Lightolier Da-Ray
No. 4111



Lightolier Da-Ray
No. 6582

Lightolier Da-Ray
No. 6608

Lightolier Da-Ray
No. 4163



Lightolier Da-Ray
No. 6610

Typical of the very unusual Da-Ray Unit line of commercial Lightoliers is No. 6610 (large illustration above).

It is the scientific curvature of the duo-cased glass—an exclusive feature of the Da-Ray Unit—which diffuses the light over a wide area, without glare or shadow, and with a maximum of illumination on the working plane. Da-Ray is decorative as well as utilitarian.

No matter what are the lighting requirements of that new store, office building, or show room, there is a Da-Ray to fill the need.

Full range of sizes. Metal parts can be had in the following finishes—Old Brass, Gold or Bronze. Our prices on these units make them the best buy in the commercial lighting field.

Write for descriptive folder illustrating the complete line of Da-Ray Units.

Lightolier
COMPANY, N.Y.
569 Broadway at Prince St
LIGHTING FIXTURE *and*
LAMP HEADQUARTERS